

Announcing the second edition of  
Brilliance Awards for **real** brand  
building work backed by  
**real** budgets in Asia



Real work that has been created is always based on an elaborate client's brief, and the work is eventually released after a carefully crafted media plan.

## ***SUCH WORK DESERVES A SPECIAL AWARD.***

Awards are for the top 10 advertised categories in Asia - brilliant work done and nominated by Advertising Agencies / Brands in the industry.

- *Automotives & Accessories*
- *Banking Insurance & Finance*
- *Consumer Durables & Consumer Electronics*
- *Food & Beverages*
- *E-commerce & Online services*
- *Fashion & Personal Care*
- *Pharma, Hygiene & Wellness*
- *Real Estate & Furnishing*
- *Telecom & Technology*
- *Travel, Tourism & Hospitality*

# TERMS & CONDITIONS

- *All work must be released in media between January 1, 2024 and December 31, 2024. Submissions should be only multi-media campaigns using at least three media.*
- *There is no entry fee. We consider such work to be priceless.*
- *All work must be submitted in the English language, or true English translation must be provided. Videos submitted must have English subtitles if the original audio is not in English.*
- *A pan Asian jury comprising of senior advertisers will judge shortlisted entries and determine the final winners of the 10 categories.*
- *This is the only Awards event, which honours on a virtual stage, all the co-creators of awarded work – CMO/Brand Manager, professionals from creative, digital and media agencies, and if appropriate, people from PR and Event agencies as well.*
- *The winning trophy will be dispatched to the agency/advertiser by AFAA.*
- *All shortlisted entries will be given a certificate of merit.*

*Agencies / Brands can fill the online form  
and upload the work at [brillianceawards.awardor.com](https://brillianceawards.awardor.com)  
Send in your entries on or before **March 31, 2025***



**ASIAN FEDERATION OF  
ADVERTISING ASSOCIATIONS**

**BECAUSE ONLY REAL BRILLIANT WORK  
BUILDS BRANDS.**

Strategic Partner



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