

You've helped make the world  
a better place.

Now let us salute you as a  
Changemaker for Good.

afaa  
changemakers  
for good



Presenting Changemakers for Good. A first of its kind award to recognize those who've taken efforts to bring about a change in the world.

Nominations from institutions and individuals are welcome. Yes, enter for the Awards now, and soon you may be doing high-five with your peers.

## A FIRST OF ITS KIND AWARD

Advertising isn't just about building brands and helping in product sales alone. It's also about moving people to contribute money to combat the horrific effects of natural disasters. It's also about changing mindsets about gender stereotypes, domestic violence and animal cruelty. It's about bringing about a transformation to change the world into a better place to live.

Shouldn't AFAA reward such good initiatives? We should! Yes, every good turn deserves another. To enter the awards, we don't seek any entry fee!



## TWO-TIERED JUDGING

First, a panel of high-powered jury will judge entries from the respective countries and individual member countries will identify their four winners respectively. They will be honored in their own countries.

Next, a panel of international jury will decide the pan-asian winners from amongst individual country winners and these finalists would be honored on the prestigious AdAsia stage at Macau, in October 2025.

The winners would be invited to make a brief case study presentation at the AdAsia Macau.



## THE BEST INITIATIVES GETS RECOGNIZED

Every entry will be validated and will be judged by a distinguished panel of judges on several parameters that include the insight and strategy behind the work, the originality of the idea, the style of execution and the impact it has made.



# THE FOUR CATEGORIES

## Advertising

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The award would be for a transformational message delivered in 2023 or 2024 (one of the two years). It could be a creative message, or a message where the media was used to do this job.

Entries should have samples of work released (print or video or outdoor) and a note detailing the objective, the approach and the final result.

## Government

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This award would be for a social message created by a Government Agency or their appointed body and put out for the public at large in 2023 or 2024 (one of the two years). It could be a message in print, TV, digital or outdoor.

Entries should include samples of work done along with their objective, approach and result.

## Industry Leader

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We all know the leaders of our communication industry are experts in their field. But some of them have been real Changemakers.

Nominate one such individual along with details of the work he/she has done in the social space transforming lives in the last few years.

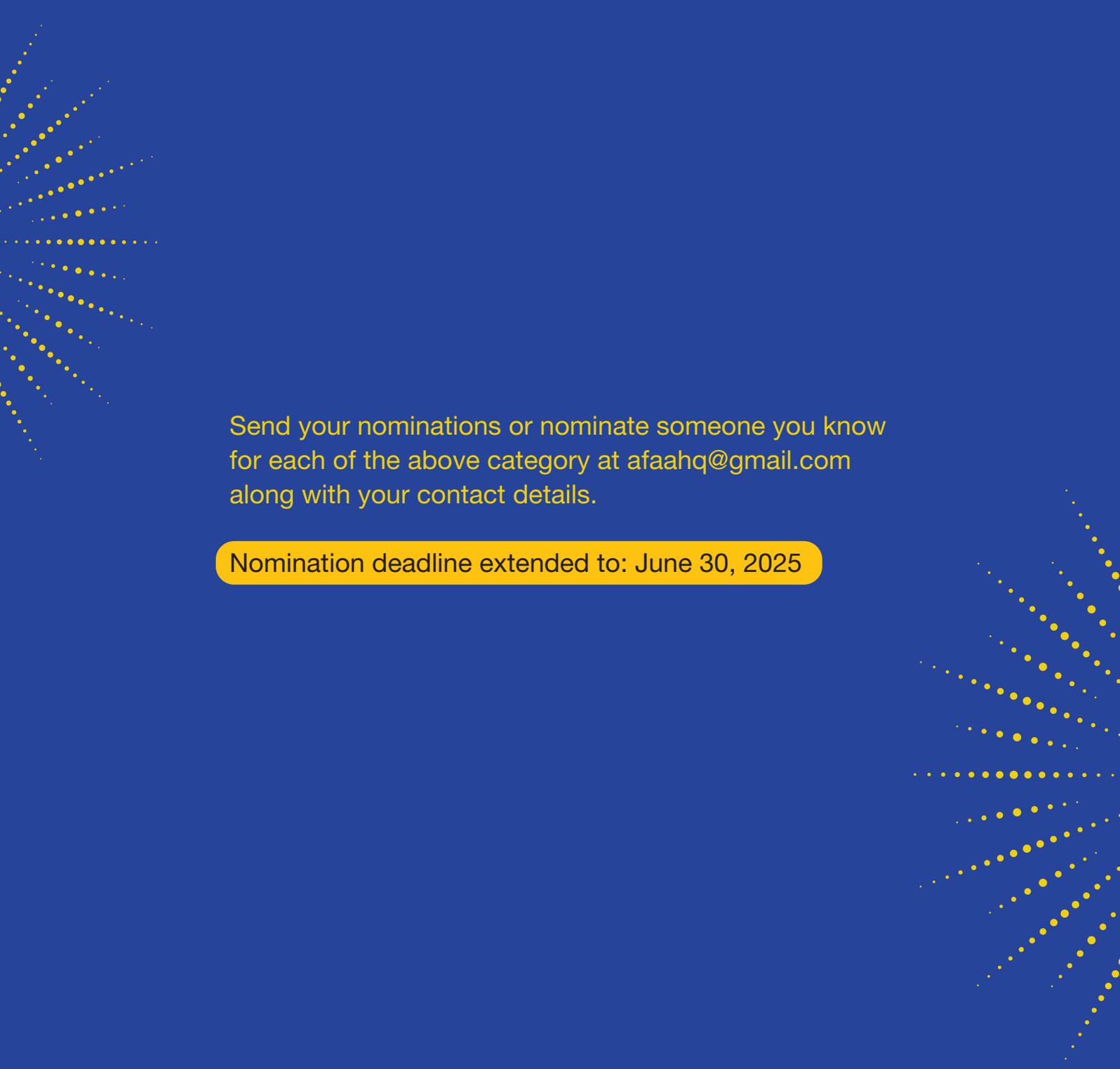
## Innovation

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This final category salutes efforts where technology has been used to spread a social message to either difficult-to-reach places, or pockets of people who have minimal access to conventional methods of receiving information.

Entries should have samples of the work created in 2023 or 2024 (one of the two years) along with a detailed note on how this was implemented.





Send your nominations or nominate someone you know for each of the above category at [afaahq@gmail.com](mailto:afaahq@gmail.com) along with your contact details.

Nomination deadline extended to: June 30, 2025



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