

CHANGEMAKERS4GOOD AWARD

PRESENTING

**You've helped make the
world a better place.
Now let us salute
you as a Changemaker
for Good.**



A first of its kind award across Asia, to recognize those who have used communication and changed the world, in their own special way. Nominations are invited from individuals and organisations who have made a big difference to the progress or well being of the people in the world.

**And since their efforts are priceless,
we don't have an entry fee.**



**TWO-TIERED
JUDGING**

First, a high-powered jury will judge entries from the respective individual / member countries of the Asian Federation of Advertising Associations (AFAA) and pick four winners in the identified categories. They will be honored in their own countries.

Next, an international jury will decide the final pan-Asian Winners from among these national winners and these four elite winners would be honored on the prestigious AdAsia stage at Seoul, Korea in October 2023. The winners would be invited to make a brief case study presentation at the Ad Asia Korea.



**THE BEST
INITIATIVES GETS
RECOGNIZED**

Every entry will be judged 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.

Send your nominations for work done in 2022
under the categories below:

ADVERTISING (for transformational messaging)

GOVERNMENT (for such message by a Government arm)

INDUSTRY LEADER (someone who led societal change in the last few years)

INNOVATION (where technology or approach made the difference)



**THE FOUR
CATEGORIES**

For clarifications or to send your nomination for each of the above category, mail to afaahq@gmail.com along with your contact details. Nomination deadline: **May 15, 2023**

For more information: afaaglobal.org

afaa

ASIAN FEDERATION OF
ADVERTISING ASSOCIATIONS

RECAP CHANGEMAKERS FOR GOOD – PAN ASIAN FINALIST 2025

Category	Number of Finalist
Advertising	3
Government	3
Industry Leaders	5
Innovation	2

CHANGEMAKERS FOR GOOD – PAN ASIAN JUROR

			
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