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

afaa brilliance awards

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, 2025 and December 31, 2025. 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

Now last day for submitting entries extended to 30th November 2026

afaa

ASIAN FEDERATION OF
ADVERTISING ASSOCIATIONS

BECAUSE ONLY REAL BRILLIANT WORK

BUILDS BRANDS.

Strategic Partner

awardor

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