



**BEST  
SOCIAL  
MEDIA  
BRANDS**

POWERED BY  
SOCIAL  
SAMOSA

**Guide Book**

## **What is SAMMIE Best Social Media Brands Awards?**

Conceptualized with the thought of promoting best practices benchmarking in the Indian Social Media Industry, Best Social Media Brands is an industry mandate which adjudges a Brand's Social Media Performance amongst peers on a relative scale, an inclusive process to derive #TheGoldenDNA for Brands to win over new audiences, drive consideration, enable advocacy and a lot more.

## **What are the Categories for nomination?**

The brands will be judged across 20 main categories, 15 special categories and 6 individual awards. You can nominate yourself across the below mentioned categories:

### **Main Awards Categories (Brands category)**

1. Automobile - 2 wheeler/4 wheeler
2. Beauty - Cosmetics/Salons
3. BFSI - Banking/Financial Services/Insurance
4. Consumer Electronics - Consumer Durables/Computers & IT/Mobile
5. Education
6. Entertainment - Events & IPs
7. Fashion - Apparel/Footwear/Accessories/Jewellery
8. FMCG - Food/Beverages/Personal Care/Household goods
9. Healthcare - Fitness/Hospitals/Pharma
10. Home & Living - Paints/Furniture & Decor/ Lights & electricals
11. Hospitality - QSR/Fine Dine,bars and pubs/Hotels
12. Infrastructure - Cement/Steel
13. Media - News/Publishers/TV Channels/OTTs/Radio/Digital
14. NGOs
15. Real Estate
16. Retail - Offline/E-commerce
17. Sports
18. Technology - Apps/B2B
19. Telecom
20. Travel - Airlines/OTAs/Services/Tourism Boards

## **Special Awards (Campaigns category)**

1. Best Social Media Brand - Cause Marketing
2. Best use of social media to launch a product/service
3. Best use of social media brand - platform - Fb/twitter/Insta
4. Best Use of Video Content
5. Best Use of Influencers - Fb/Insta/Twitter
6. Best Use of Branded Content and Creators
7. Best UGC / Co Creation Strategy
8. Best Use of Social Media to generate leads or drive revenues
9. Best Social Media Brand - Moment Marketing
10. Best Social Media Brand - Occasional Marketing
11. Best Use of Technology to create a seamless Brand Experience on Social Media
12. Best Conversational Brand on Social Media
13. Best use of Memes
14. Best Use of Content Marketing
15. Best Use of Digital Data, Analytics and Listening

## **Individual Awards (Marketing achievers category)**

- 1.CMO of the year
- 2.Marketing Director/Marketing Head of the year
- 3.Digital marketing manager of the year
- 4.Social media manager of the year
- 5.Brand manager of the year
- 6.Brand Ambassador of the year (Jury nomination)

## **What is the eligibility criteria? Who can nominate?**

Anyone working as a brand marketer can nominate himself/herself for Individual Category. Brands across the above mentioned sectors can nominate themselves for the awards.

## **In individual Category nomination, is there any age limit?**

There is no age limit/criteria for the individual category nominations.

## **Is there a limit on the number of categories each brand/individual can nominate for?**

There is no limit to the number of categories each brand/individual can nominate for. However, you will have to fill in separate forms and fees for each category nominated.

## **What is the submission process?**

Choose the category you want to nominate the brand/individual for.

Fill the nomination form as per your chosen category [here](#)

Proceed to pay the nomination fees for your entry.

## **Is there any timeline for the work that can be shared in the entries?**

The case studies shared should have been executed between April 2018 - March 2019

## **What is the nomination fee?**

The nomination fee per entry for the various categories are as follows:

Main category - INR 10,000

Special category - INR 7,500

Individual category - INR 7,500

## **How can one pay for the nomination?**

Please pay the nomination fees via this link:

Brands Category : <https://imjo.in/y9B2tx>

Campaigns Category : <https://imjo.in/8YEkkp>

Marketing Achievers Category: <https://imjo.in/8YEkkp>

Or get in touch for any assistance

## **What is the last date for submission?**

The last date to submit duly filled form is 16th June, 2019. All the entries should be submitted by 11:59 PM latest by 16th of June.

## **Who judges SAMMIE Best Social Media Brands?**

The entries for SAMMIE Best Social Media Brands will be judged by an esteemed jury panel, who will evaluate each entry basis the work done by them from April 2018 to March 2019 against set parameters.

## **What is the judging criteria?**

The Nominations would be evaluated across parameters such as Growth, Achievements, Innovation, Impact.

## **IMPORTANT DATES**

Nominations Window Closure - 16th June 2019

Final Announcement - 30th July

## **ENTRY REQUIREMENTS AND RULES**

1. Duly form submission is necessary. Nominations for individuals open [here](#). Nominations for agencies open [here](#).
2. Form must be filled by Brand Representative
3. All the star marked questions are compulsory. Incomplete entries will not be entertained.
4. To seal the nomination for the awards, nomination fees is compulsory. Please note nomination fee is non-refundable.
5. One form submission accounts for one nomination. In case the brand/individual wants to nominate into different categories please refill form with category relevant information.
6. This is one-time submission form and once submitted it cannot be edited.
7. Not submitting the complete information might result into reducing the impact of the work done.

08. The entries not complying with the rules and/or submitting fraudulent work will be banned and the nomination fee will not be refunded.
09. Please adhere to the formats mentioned while uploading any reference material, design file or logo.
10. Please share high resolution digital images, creatives or videos. You can refer to Media Specification for more details.
11. All the entries once submitted become the property of Social Samosa Media LLP and will not be returned.
12. Any submitted entry will only be shown to the Jury Panel.
13. Decision of Jury Panel on all matters during evaluation will be final. This also includes qualification of an entry, change in the category if jury feels necessary.
14. Social Samosa might use the part of information from the submitted entry for activities like promotions, highlights etc related to SAMMIE Best Social Media Brands
15. Please note URLs that expire will not be considered valid
16. All disputes will be handled either by Social Samosa Team handling the property or by the Jury Panel
17. Social Samosa reserves the right to disqualify any entry that it finds fraudulent or compromised.

## **MEDIA SPECIFICATION**

### Logo Image:

- File Size : 1 GB
- Format : PDF/Image (high resolution jpeg/png)

### Logo File:

- File Size : 1 GB
- Format : AI/ CDR
- Reference Documents:
  - File Size : 1 GB
  - Format : Document/PPT/Spreadsheet/ PDF/Image/Video

### URL:

- All URLs must be active.
- URL's should not be password protected.
- If you are sharing a drive link, please note that it should have open access.

## **PAYMENT RULES**

01. All the online transfer of the nomination fees are accepted via Instamojo.
02. If the nominating brand wants an invoice from Social Samosa, government taxes like GST will be applicable over and above the nomination fee. Please get in touch with Social Samosa representative for invoice.
03. Payment is received only via cheque, NEFT/RTGS or Instamojo.
04. All payments must be made in Indian Rupees
05. In case you are making payment via cheque, it should be addressed to Social Samosa Media LLP. Please no post dated cheques are accepted.
06. Please note all entry fees are non-refundable and non-transferable.
07. Whether you select online or offline payment, nomination fee will not be changed.
08. Price quoted are exclusive of government taxes.
09. Please note, your nomination is incomplete without the payment of the fees

## **CONTACT**

For queries please write to us at [team@socialsamosa.com](mailto:team@socialsamosa.com)

Or get in touch with

Mrinil Mathur Rajwani - +91 9769908863, Kritika Soni - +91 9873373847

Pay us at -

Account Name: **Social Samosa Media LLP**

Current A/C No: **50200012730934**

IFSC Code: **HDFC0000541**

Branch Name: **Mahim(W) Bombay Scottish**

or make a cheque payable to "Social Samosa Media LLP"

## **WINNER LIST SAMMIE 2018**

<https://www.socialsamosa.com/wp-content/uploads/2018/08/SAMMIE-Winner-List-Main-Winners.pdf>

<https://www.socialsamosa.com/wp-content/uploads/2018/08/SAMMIE-Winner-List-Special-Winners-.pdf>