

BEACONS

INSPIRING A NEW WORLD.

DMA
TRAILBLAZER
AWARDS 2023

CALL FOR ENTRIES

NOW OPEN

EXTENDED
DEADLINE
THU 31 AUGUST

AWARDS NITE

WED / 11 October

THANKFULLY, NOT THE OLD BOYS CLUB

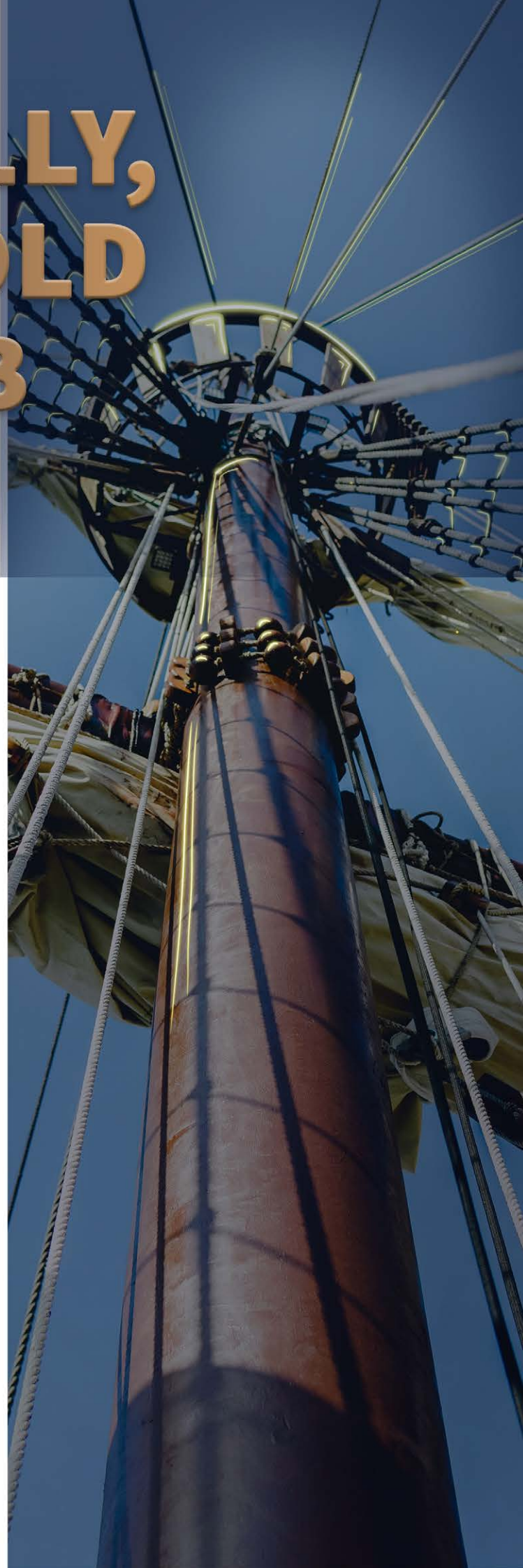
Want to be a part of the good old boys club, where the only thing better than hoarding your success is hoarding your secrets? Look elsewhere.

The **Trailblazers** believe in sharing the secrets to success, not stashing them away like a dragon hoarding treasure, only for it to become a lifeless pile of riches. And it's not just to stroke our egos (although let's be real, that's definitely a perk) but because we know that by sharing our formulas, we're not only inspiring the current generation but also creating opportunities for the next one.

So join us, and let's flip the script on crony capitalism. Together, let's make success something that's shared, not hoarded. Book your seat now and get ready to be a part of the new guard, where success is for the betterment of mankind, not just for profit.

Winning a coveted award from the **DMA Trailblazer Awards** is not just about industry success; it's about making a difference in the world. By entering, you can showcase your efforts and best practices in driving positive change and making an impact in society. But true greatness is not just in achieving success, it's in sharing it with others, it's about being a trailblazer in more ways than one. By sharing your knowledge, you're not only inspiring others to follow in your footsteps but also contributing to the betterment of humanity. So, leave your mark, not just in your industry, but on society as well.

BEACONS
INSPIRING A NEW WORLD





ELEVATE YOUR IMPACT. THE SKY IS NOT THE LIMIT.

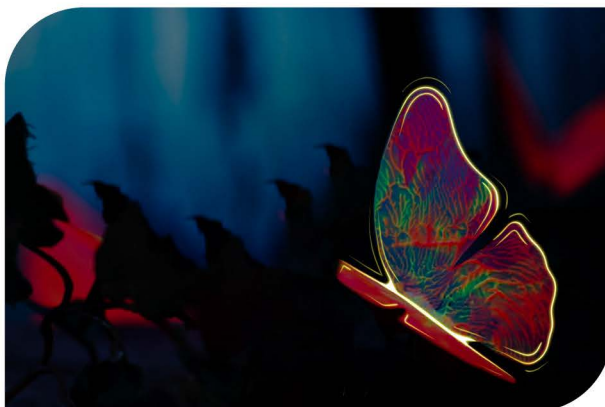
Are you a company leading the charge in sustainability and social responsibility? or an individual making a real difference with customer-centric products, programs, and communications? Well, look no further. The **Trailblazer Awards 2023** is where you want to be.

Join the ranks of the trailblazers and be celebrated for your game-changing efforts. And if you're considering throwing your hat in the ring, just request our call for entries kit for all the information on forms, fees, key dates, eligibility criteria, judging, and more. Let's elevate your impact together."

Brought to you by **DMA Brandmasters**, The **Trailblazer Awards** are part of highly successful awards of the **DMAasia**, which include the acclaimed DMAasia CREATEFFECT Awards like the prestigious International **ECHO awards & the Sparkies**, **The CMO Choice awards**, **the DMA Hall of Fame** and the **DMA Knights**.

**TRAILBLAZER
AWARDS 2023**

INSIDE 1



Pg 6. About.

Think of the Trailblazer Awards as the ultimate adventure for leaders who are brave enough to challenge the status quo and put purpose over profits. It's a rollercoaster ride, but we promise you'll come out on top with a brand new perspective and some serious bragging rights.

Pg 7. Eligibility

We're looking for leaders who have a rebel heart, a big vision, and a fierce determination to make a positive impact on people, planet, and humanity. If you're a CxO with a fire in your belly and a hunger for change, we dare you to join us and blaze your own trail.

Pg 8. Deadlines

Tick-tock, tick-tock, the clock is ticking, and the trail ahead is not for the faint of heart. But if you're a true trailblazer, you're not afraid of a little challenge. Join us on this wild ride and make your mark on the world - we dare you.

Pg 9. Categories

Our award categories are the ultimate playlist for innovative, game-changing leaders who are not just thinking outside the box, but are crushing the box and creating something entirely new. If you're ready to drop the mic and leave your mark on the world, we challenge you to show us what you've got.

Awards Gala

Join the ranks of the elite changemakers and walk the red carpet at the glamorous DMA Trailblazer Awards Gala. Where making a difference is not just an aspiration but an achievement to be celebrated.

You've pushed through the challenges and continued to drive impactful change in society, and for that, you deserve recognition. The DMA Trailblazer Awards provide a platform to showcase and recognise the most innovative and impactful campaigns and initiatives in areas such as societal impact, community engagement, human rights, and more.

Join the premier awards program of the DMA and network with industry leaders and elite changemakers. Showcase your efforts in shaping the future and making a positive impact on the world. Don't miss out on this opportunity to be a part of this exclusive network and be recognised as a trailblazer.

Book your seat now and get ready to be a part of the new guard, where success is for the betterment of mankind, not just for profit.

Pg 18. Judging

Our Vanguard judges are the Dumbledore's Army of the business world - they know how to spot the real deal, and they're not afraid to take risks. They are on a mission to find the leaders who are not just bold and innovative, but who are also driven by purpose and making a difference. Think you have what it takes to impress them and join their league of extraordinary trailblazers? The challenge is on.

Pg 20. Vanguard

Our Vanguard are the guardians of purpose-driven leadership, with the power to recognize and reward the leaders who are not just creating profits, but also making a positive impact. If they're judging the Trailblazer Awards, you know you're in the presence of the chosen ones. So, are you ready to stand among them and make history?

1.

LEAD THE WAY, LEAVE A LEGACY

Welcome to the Trailblazer Awards 2023 website, where we recognize and celebrate individuals and organizations making a positive impact in the world. Brought to you by respected industry leaders DMAAsia and Brandmasters, our annual program continues the tradition of unbiased and credible awards programs, shining a light on the trailblazers leading the charge in areas like social and environmental impact, human rights, and diversity and inclusion.



2.

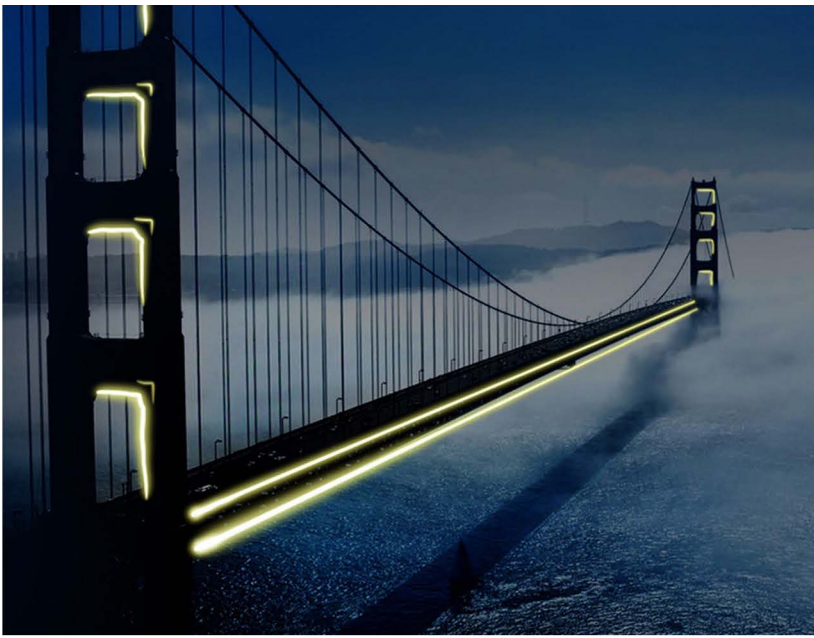
HONORING THOSE WHO DARE TO BE DIFFERENT

The Trailblazer Awards program recognizes the achievements and impact of these unique visionaries and brands, and also shines a spotlight on the individuals behind the successful campaigns and initiatives.

With 50 categories of excellence in marketing, we honor the hard work and dedication of CMOs, CEOs, and advertising agency leaders driving positive change through their branding efforts. Winning a Trailblazer award is not only an achievement, but a source of inspiration for others.



**BEACONS
INSPIRING A NEW WORLD**



4.

JOIN THE MOVEMENT

3.

DISRUPTING THE STATUS QUO

Sick of the good old boys club hoarding success? The Trailblazers are here to show you that true success lies in sharing. By recognizing and celebrating those making a positive impact, we hope to encourage others to follow in their footsteps and make a difference in the world. Join us in disrupting the status quo and creating opportunities for the next generation.



Explore our website to learn more about the Trailblazer Awards program, past winners, and how you can get involved. Whether you're a brand, organization, or individual looking to make a difference, we invite you to join us in celebrating and honoring the trailblazers leading the way. Light the way, make a difference.

TRAILBLAZER
AWARDS 2023

KEY DATES

Are you a trailblazer who rose above the chaos and made a real difference in a post-pandemic world?

The Trailblazer Awards are looking for heroes like you! Don't miss out on your chance to shine; find out all the nitty-gritty details of the awards to apply and be recognised as a true trailblazer in this new world.

So, don't let your hard work go unnoticed; apply now and be part of the change you want to see in the world!

Eligibility Period

Initiatives or campaigns created or continuing or work done and results tabulated before **1st Aug 2021 to 31st Jul 2023 (24 month period)**

Submissions Deadline: **15 Aug 2023**

Extended Deadline: **31 Aug 2023**

Rush Deadline: **11 Sep 2023**

Judging

Assessment Round: **22 Sep - 26th Sept 2023**

Final Round Judging: **28 Sep - 01 Oct 2023**

Grand Jury Meet : Wed, **4 Oct 2023**

Shortlist Announced: Mon, **02 Oct 2023**

Awards Nite

Mumbai- Wed, **11 Oct 2023**

FEES

Non Members & Entrants Organisation entries

1. **USD 250 / INR 20,000** per entry for single entries.
2. **USD 500 / INR 40,000** for the same campaign in 3 categories
3. **USD 2500 / INR 200,000** for bulk entries
Capped at a max of 8 clients x 3 campaigns per client.

Individual Entries

- No fees for individual nominations

Gratis entries, as per eligibility criteria.

1. For DMA Brandmasters Annual Subscribers & Members.
2. For AdChoices program participants

Please ask for your eligibility criteria.



ENTRANT CONCIERGE

Need support on entry forms, payments & registrations, please contact

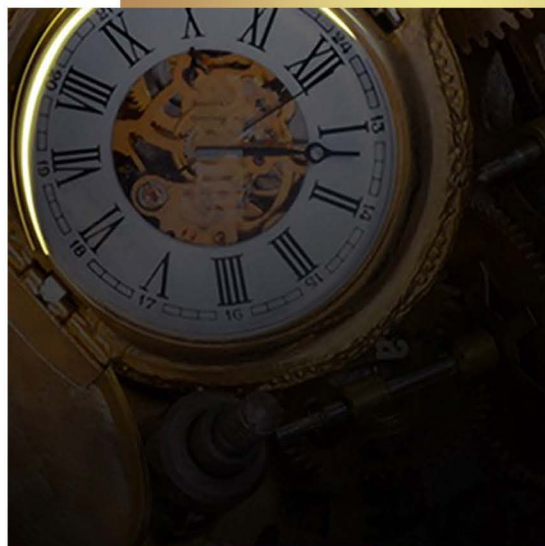
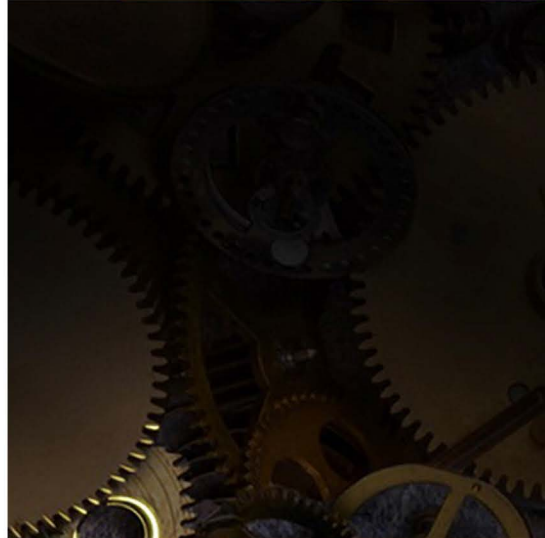
Jitendra Mishra - cmc@dma.asia # +919990300020

For more details about your eligibility, please contact your relationship manager or

Supriya Thakral- supriya@brandmasters.in
+919650717681

TRAILBLAZER CATEGORIES

Explore the vast universe of possibilities. Light up the competition. Showcase your brilliance. Set the stage on fire. The sky is not the limit!



A. Corporate Impact

These awards are like a green thumb of approval for companies that are killing it in the sustainability and social responsibility game. They've truly made an indelible mark.

B. Individual Excellence

We're handing out trophies (metaphorically speaking) to the GOATs for creating products, programs or communications that hit the bullseye for a specific customer group.



Group A- Corporate Impact

1. Best Purpose-Driven Brand

This category could recognize brands that have demonstrated a strong commitment to driving positive social or environmental impact through their products, services, or operations.

2. Best Social Impact Campaign

This category could recognize campaigns that have successfully addressed a social issue or problem, and had a measurable impact on the community or society.

3. Best Environmental Impact Campaign

This category could recognize campaigns that have successfully addressed an environmental issue or problem, and had a measurable impact on the natural environment.

4. Best Health & Wellness Campaign

This category could recognize campaigns that have successfully promoted health and wellness, and had a measurable impact on the health and well-being of individuals or communities.

5. Best Human Rights Campaign

This category could recognize campaigns that have successfully promoted and protected human rights, and had a measurable impact on the lives of individuals or communities.

6. Best Diversity & Inclusion Campaign

This category could recognize campaigns that have successfully promoted diversity and inclusion, and had a measurable impact on the diversity and inclusivity of organizations or communities.

7. Best Community Engagement Campaign

This category could recognize campaigns that have successfully promoted and protected human rights, and had a measurable impact on the lives of individuals or communities.

8. Best Social Enterprise

This category could recognize social enterprises that have successfully blended business and social impact, and have had a measurable impact on the community or society.

9. Best Rural Development Campaign

This category could recognize campaigns that have successfully promoted rural development and empowerment, and have had a measurable impact on rural communities in India.

10. Best Educational & Skills Development Campaign

This category could recognize campaigns that have successfully promoted education and skills development, and have had a measurable impact on the education and employment

11. Best Indigenous Cultural Preservation Campaign

This category could recognize campaigns that have successfully promoted the preservation and promotion of indigenous cultures and traditions in India, and have had a measurable impact on indigenous communities.

12. Best Impact Investing

This category could recognize organizations that have successfully used impact investing to drive both financial returns and social or environmental impact, and have had a measurable impact on the communities or sectors they have invested in.

13. Best Public Health Campaign

This category could recognize campaigns that have successfully promoted public health and disease prevention, and have had a measurable impact on the health and well-being of individuals and communities in India.

14. Best Responsible Consumption & Production Campaign

This category could recognize campaigns that have successfully promoted responsible consumption and production, and have had a measurable impact on reducing waste and promoting sustainability.

15. Best Food Security & Nutrition Program or Campaign

This category could recognize actions by brands that have successfully promoted food security and nutrition, and have had a measurable impact on reducing hunger and promoting healthy diets in India.

16. Best Inclusive Business Model

This category could recognize businesses that have developed innovative and inclusive business models that benefit both their customers and the broader community, such as microfinance, pay-as-you-go solar energy, or social impact bonds.

17. Best Disability Inclusion Campaign

This category could recognize campaigns that have successfully promoted disability inclusion and accessibility, and have had a measurable impact on the lives and opportunities of people with disabilities in India.

18. Best Mental Health & Wellness Campaign

This category could recognize campaigns that have successfully promoted mental health and wellness, and have had a measurable impact on reducing stigma and promoting access to mental health support and services in India.

19. Best Climate Action Campaign

This category could recognize campaigns that have successfully promoted climate action and sustainability, and have had a measurable impact on reducing greenhouse gas emissions and promoting renewable energy in India.

20. Best Innovation in Purpose-driven Marketing

This category could recognize campaigns or initiatives that have used innovative marketing techniques or technologies to promote a purpose-driven message or cause.

21. Best Innovation in Purpose-driven Technology

This category could recognize organizations or individuals that have developed innovative technologies with a purpose-driven focus, such as renewable energy, clean water, or sustainable agriculture.

22. Best Women's Empowerment Campaign

This category could recognize campaigns that have successfully promoted women's empowerment and gender equality, and have had a measurable impact on the lives of women in India.

23. Best Farmer Empowerment Campaign

This category could recognize campaigns that have successfully promoted farmer empowerment and sustainability, and have had a measurable impact on improving the lives and livelihoods of farmers in India. This could include initiatives that promote access to education, technology, markets, and other resources that support farmers and help them succeed.

24. Best Youth Empowerment Campaign

This category could recognize campaigns that have successfully promoted youth empowerment and leadership, and have had a measurable impact on the lives and opportunities of young people in India.

25. Best Animal Welfare Campaign

This category could recognize campaigns that have successfully promoted animal welfare and protection, and had a measurable impact on improving the lives of animals and reducing cruelty in India.

Group B- Individual Excellence

1. Gen Z

Representing the youngest cohort of consumers, born between 1997 and 2012, Gen Z is known for being digitally native and highly connected to social media. They crave authenticity, innovation and personalization, and are drawn to marketing campaigns that are targeted and relatable to their interests and values. Their most pressing challenge is navigating the fast-paced digital world and maintaining a sense of privacy and personal identity. Products and programs that appeal to them include emerging technologies, sustainable and eco-friendly options, and personalized experiences. They are inspired by creativity, self-expression, and individuality.

2. Millennials

Born between 1981 and 1996, millennials are known for being socially and environmentally conscious. They value experiences over material possessions, and are drawn to marketing campaigns that align with their values and improve their quality of life. Their most pressing challenge is balancing financial stability with their desire for personal growth and social impact. Products and programs that appeal to them include sustainable and eco-friendly options, travel and adventure, and personal development and self-improvement. They are inspired by a sense of purpose, social impact, and personal growth.

3. Gen X

Born between 1965 and 1980, Gen X is known for being independent and hardworking, with a focus on achieving success in their careers and personal lives. They appreciate practical solutions to the challenges they face in their daily lives, and are drawn to marketing campaigns that highlight the efficiency and productivity of products and services. Their most pressing challenge is balancing work and family responsibilities. Products and programs that appeal to them include professional development, financial services, and home-related services and products. They are inspired by success, practicality, and work-life balance.

4. Baby Boomers

Born between 1946 and 1964, Baby Boomers are known for being loyal and tradition-minded, with a focus on stability and security. They appreciate familiar and reliable products and services, and are drawn to marketing campaigns that highlight the reputation and trustworthiness of brands. Their most pressing challenge is maintaining good health and wellness as they age. Products and programs that appeal to them include health and wellness, home-related services and products, and travel and leisure. They are inspired by comfort, nostalgia, and security.

5. Seniors

Representing individuals aged 65 and over, seniors are known for being wise and experienced, with a focus on enjoying their retirement and maintaining their health and wellbeing. They appreciate products and services that help them stay active and engaged, and that improve their quality of life. Their most pressing challenge is maintaining their physical and mental health as they age. Marketing campaigns that highlight the benefits of products and services for maintaining health and vitality in old age often resonate with this group. They are inspired by health, vitality and wisdom.

6. Women

Representing a diverse group of individuals, women have a wide range of interests and experiences. They appreciate products and services that cater to their needs for career advancement, personal growth, and self-care. Their most pressing challenge is achieving work-life balance and equal opportunities in the workplace. Marketing campaigns that focus on these areas, such as career development courses or self-care products, are often resonates with them. They are inspired by empowerment, self-care and personal growth.

7. Men

Representing a diverse group of individuals, men have a wide range of interests and experiences. They appreciate products and services that cater to their needs for adventure, fitness, and technology. Their most pressing challenge is balancing work and family responsibilities. Marketing campaigns that focus on these areas, such as outdoor gear or fitness apps, are often resonates with them. They are inspired by adventure, fitness and technology.

8. Families

Representing households with children, families have different needs and concerns than individuals or couples. They appreciate products and services that cater to their needs for safety, education, and family time. Their most pressing challenge is balancing the demands of parenting and maintaining a healthy household. Marketing campaigns that focus on these areas, such as home security systems or educational toys, are often resonates with them. They are inspired by security, education and family time.

9. Single Parents

Representing individuals who are raising children on their own, single parents often have unique challenges and needs. They appreciate products and services that cater to their needs for support, convenience, and flexibility. Their most pressing challenge is balancing the responsibilities of being a sole parent with work and personal time. Marketing campaigns that focus on these areas, such as online support groups or meal delivery services, are often resonates with them. They are inspired by balance, flexibility and support.

10. Empty Nesters

Representing individuals who no longer have children living at home, empty nesters often have different needs and concerns than parents with young children. They appreciate products and services that cater to their needs for freedom, leisure and self-improvement. Their most pressing challenge is adjusting to the next stage of life and redefining their sense of purpose. Marketing campaigns that focus on these areas, such as home renovation, travel and personal development opportunities, are often resonates with them. They are inspired by freedom, leisure and self-improvement.

11. New Parents

Representing parents of newborns, they focus on their new responsibilities and life changes. They appreciate products and services that cater to their needs for safety, convenience and support. Their most pressing challenge is adjusting to the new responsibilities of parenthood and keeping the whole family healthy and happy. Marketing campaigns that focus on these areas, such as baby gear, parenting tips, and support groups are often resonates with them. They are inspired by safety, convenience, and support for their new family.

12. DINKS

Representing Dual Income, No Kids, couples, they often have a higher disposable income and a focus on career and personal growth. They appreciate products and services that cater to their needs for adventure, luxury and personal development. Their most pressing challenge is achieving a balance between career, personal and social life. Marketing campaigns that focus on these areas, such as travel, luxury items and personal development opportunities, are often resonates with them. They are inspired by adventure, luxury, and personal development.

13. Rural Consumers

Representing individuals living in rural areas, they often have different needs and concerns than those living in urban areas. They appreciate products and services that cater to their needs for practicality, reliability and community. Their most pressing challenge is access to goods and services that are often more readily available in urban areas. Marketing campaigns that focus on these areas, such as home delivery, community building events and promotion of local businesses are often resonate with them. They are inspired by practicality, reliability, and community

14. Urban Consumers

Representing individuals living in urban areas, they have access to a wider variety of goods and services, as well as diverse experiences. They appreciate products and services that cater to their needs for convenience, variety and experiences. Their most pressing challenge is finding a balance between busy lifestyle and a sustainable one. Marketing campaigns that focus on these areas, such as online shopping, subscription-based services and experiences, often resonate with them. They are inspired by convenience, variety, and experiences

15. Low-Income Consumers

Representing individuals with lower income, they often have limited resources and more financial constraints. They appreciate products and services that cater to their needs for affordability, savings and basic needs. Their most pressing challenge is balancing the necessities of daily life with the cost of living. Marketing campaigns that focus on these areas, such as discounts, basic needs and budget friendly options often resonate with them. They are inspired by affordability, savings, and basic needs.

16. High-Income Consumers

Representing individuals with higher income, they often have more financial resources and different priorities. They appreciate products and services that cater to their needs for luxury, exclusivity, and status. Their most pressing challenge is balancing the desire for luxury and exclusivity with the need for personal values and sustainability. Marketing campaigns that focus on these areas, such as luxury goods, exclusive events, and experiences that convey status often resonate with them. They are inspired by luxury, exclusivity, and status.

17. First-Time Buyers

Representing individuals making their first purchase, they are often new to the market, and still learning about the products and services available. They appreciate products and services that cater to their needs for simplicity, guidance and affordability. Their most pressing challenge is navigating the market and making informed decisions. Marketing campaigns that focus on these areas, such as educational resources, guides and product demos, often resonate with them. They are inspired by simplicity, guidance, and affordability.

18. Online Shoppers

Representing individuals who prefer to make purchases online, they appreciate the convenience and variety of products and services available online. They appreciate products and services that cater to their needs for convenience, variety, and flexibility. Their most pressing challenge is finding the best deal and protecting personal information. Marketing campaigns that focus on these areas, such as online sales, secure payment options, and personalized recommendations often resonate with them. They are inspired by convenience, variety, and flexibility.

19. Offline Shoppers

Representing individuals who prefer to make purchases in person, they appreciate the tactile experience of handling products, and the ability to interact with salespeople and other shoppers. They appreciate products and services that cater to their needs for personal interaction, in-store experiences and immediacy. Their most pressing challenge is finding the right product and dealing with crowds. Marketing campaigns that focus on these areas, such as in-store events, personalized attention, and same-day pickup options often resonate with them. They are inspired by personal interaction, in-store experiences and immediacy.

20. Students

Representing individuals who are currently attending school, they appreciate products and services that cater to their needs for affordability, convenience, and personal development. Their most pressing challenge is balancing the demands of school with personal responsibilities. Marketing campaigns that focus on these areas, such as student discounts, online resources, and study aids often resonate with them. They are inspired by affordability, convenience and personal development.

21. Professionals

Representing individuals who are currently working in their chosen field, they appreciate products and services that cater to their needs for efficiency, productivity, and professional development. Their most pressing challenge is balancing work and personal responsibilities. Marketing campaigns that focus on these areas, such as professional development opportunities, networking events, and tools that improve efficiency often resonate with them. They are inspired by efficiency, productivity, and professional development.

22. Religious Communities

Representing individuals who adhere to a specific religious faith, they appreciate products and services that align with their beliefs and values. They appreciate products and services that cater to their needs for community, tradition and spirituality. Their most pressing challenge is balancing their faith with modern lifestyles and technology. Marketing campaigns that focus on these areas, such as religious events, community-building resources and religious-themed products often resonate with them. They are inspired by community, tradition, and spirituality.

23. Ethnic Communities

Representing individuals who identify with a specific ethnic group, they appreciate products and services that reflect their culture and heritage. They appreciate products and services that cater to their needs for representation, connection to heritage and cultural preservation. Their most pressing challenge is balancing the preservation of their cultural identity with the assimilation to mainstream society. Marketing campaigns that focus on these areas, such as cultural events, representation in media and ethnic-themed products often resonate with them. They are inspired by representation, connection to heritage, and cultural preservation.

24. Health-Conscious Consumers

Representing individuals who prioritize their health and well-being, they appreciate products and services that support a healthy lifestyle. They appreciate products and services that cater to their needs for fitness, nutrition, and preventative care. Their most pressing challenge is maintaining a healthy lifestyle in a fast-paced world. Marketing campaigns that focus on these areas, such as fitness apps, healthy food options and preventative healthcare often resonate with them. They are inspired by fitness, nutrition and preventative care.

25. LGBTQ + Consumers

Representing individuals who identify as lesbian, gay, bisexual, transgender or queer, they appreciate products and services that are inclusive and respectful of their identities. They appreciate products and services that cater to their needs for representation, acceptance and equality. Their most pressing challenge is facing discrimination and fighting for equal rights. Marketing campaigns that focus on these areas, such as inclusive representation, events and resources that promote acceptance and equality often resonate with them. They are inspired by representation, acceptance and equality.

26. Environmentalists

Representing individuals who prioritize the preservation of the environment, they appreciate products and services that are sustainable and eco-friendly. They appreciate products and services that cater to their needs for conservation, sustainability and alternative energy. Their most pressing challenge is reducing their carbon footprint and making sustainable choices in their daily lives. Marketing campaigns that focus on these areas, such as sustainable products, conservation efforts and alternative energy often resonate with them. They are inspired by conservation, sustainability, and alternative energy.

27. Travelers

Representing individuals who enjoy travelling and exploring new places, they appreciate products and services that make travelling easier and more enjoyable. They appreciate products and services that cater to their needs for convenience, experiences, and adventure. Their most pressing challenge is balancing the cost of traveling with the desire to see new places and experience new cultures. Marketing campaigns that focus on these areas, such as travel deals, customizable travel packages and experiences, often resonate with them. They are inspired by convenience, experiences, and adventure.

28. Pet Owners

Representing individuals who own and care for one or more pets, they appreciate products and services that cater to the needs of their furry companions. They appreciate products and services that cater to their needs for health, nutrition and comfort for their pets. Their most pressing challenge is balancing the cost of pet care with the desire to provide the best for their animal companions. Marketing campaigns that focus on these areas, such as pet food, pet health services and pet-related accessories often resonate with them. They are inspired by health, nutrition and comfort for their pets.

29. Beauty & Wellness Seekers

Representing individuals who are focused on maintaining their appearance and overall well-being, they appreciate products and services that support their beauty and wellness goals. They appreciate products and services that cater to their needs for self-care, personal grooming and health. Their most pressing challenge is maintaining a consistent beauty and wellness routine, and balancing it with the demands of daily life. Marketing campaigns that focus on these areas, such as skincare and beauty products, personal grooming services, and health and wellness resources often resonate with them. They are inspired by self-care, personal grooming, and health.

30. Automotive Enthusiasts

Representing individuals who have a passion for cars and the automotive industry, they appreciate products and services that cater to their needs for performance, customization and maintenance. Their most pressing challenge is keeping up with the latest developments and trends in the automotive industry. Marketing campaigns that focus on these areas, such as high-performance parts and upgrades, car customization options and car care products often resonate with them. They are inspired by performance, customization, and maintenance.

31. Sports Enthusiasts

Representing individuals who have a passion for sports and fitness, they appreciate products and services that cater to their needs for performance, training and active lifestyle. Their most pressing challenge is balancing sports and fitness with the demands of daily life. Marketing campaigns that focus on these areas, such as sports equipment, training programs, and active wear often resonate with them. They are inspired by performance, training and active lifestyle.

32. DIY/ Home Improvement Enthusiasts

Representing individuals who enjoy home repairs, renovations, and improvements, they appreciate products and services that cater to their needs for creativity, problem-solving, and home organization. Their most pressing challenge is balancing their DIY projects with their other responsibilities. Marketing campaigns that focus on these areas, such as home improvement tools, DIY tutorials, and home organization products often resonate with them. They are inspired by creativity, problem-solving, and home organization.

33. Fitness Enthusiasts

Representing individuals who are dedicated to maintaining their physical fitness and health, they appreciate products and services that cater to their needs for personal fitness, health and well-being. Their most pressing challenge is maintaining a consistent fitness routine and sticking to their fitness goals. Marketing campaigns that focus on these areas, such as fitness equipment, workout programs and health supplements often resonate with them. They are inspired by personal fitness, health, and well-being.

34. Art & Culture Enthusiasts

Representing individuals who have a passion for art, music, literature, and other forms of culture, they appreciate products and services that cater to their need for creativity, knowledge and appreciation of art. Their most pressing challenge is discovering new art and cultures, and keeping up with the latest developments. Marketing campaigns that focus on these areas, such as art galleries, cultural events, and artistic resources often resonate with them. They are inspired by creativity, knowledge, and appreciation of art.

35. Foodies

Representing individuals who have a passion for food and cooking, they appreciate products and services that cater to their needs for culinary experimentation, quality ingredients, and meal preparation. Their most pressing challenge is balancing their interest in food with their busy lifestyle. Marketing campaigns that focus on these areas, such as gourmet food, cooking classes, and recipe resources often resonate with them. They are inspired by culinary experimentation, quality ingredients, and meal preparation.

36. Bookworms

Representing individuals who have a passion for reading, they appreciate products and services that cater to their needs for literature, knowledge and personal growth. Their most pressing challenge is finding the time to read and keeping up with the latest developments in literature. Marketing campaigns that focus on these areas, such as book clubs, literary events and e-book subscription services often resonate with them. They are inspired by literature, knowledge and personal growth.

37. Music Lovers

Representing individuals who have a passion for music, they appreciate products and services that cater to their needs for listening, performance, and discovery. Their most pressing challenge is discovering new music and keeping up with the latest developments in the music industry. Marketing campaigns that focus on these areas, such as music streaming services, concert tickets, and music production tools often resonate with them. They are inspired by listening, performance, and discovery.

38. Gamers

Representing individuals who have a passion for playing video games and computer games, they appreciate products and services that cater to their needs for interactive entertainment, problem-solving, and social interaction. Their most pressing challenge is keeping up with the latest developments in the gaming industry and maintaining a balance between gaming and their daily responsibilities. Marketing campaigns that focus on these areas, such as gaming hardware, virtual reality experiences, and online gaming communities often resonate with them. They are inspired by interactive entertainment, problem-solving, and social interaction.

39. Outdoor Adventures

Representing individuals who have a passion for outdoor activities and nature, they appreciate products and services that cater to their needs for outdoor recreation, exploration, and conservation. Their most pressing challenge is balancing their love for outdoor activities with their daily responsibilities. Marketing campaigns that focus on these areas, such as outdoor gear, adventure travel, and environmental conservation often resonate with them. They are inspired by outdoor recreation, exploration, and conservation.

40. Film Buffs

Representing individuals who have a passion for movies and film, they appreciate products and services that cater to their needs for film education, knowledge and entertainment. Their most pressing challenge is keeping up with the latest developments in the film industry and discovering new films to watch. Marketing campaigns that focus on these areas, such as film festivals, film education resources, and streaming services often resonate with them. They are inspired by film education, knowledge and entertainment.

41. Techies

Representing individuals who have a passion for technology and staying up-to-date with the latest developments, they appreciate products and services that cater to their needs for innovation, customization, and efficiency. Their most pressing challenge is keeping up with the ever-changing tech landscape and balancing their tech use with daily responsibilities. Marketing campaigns that focus on these areas, such as new technology products, customizing solutions and tech-related education and training often resonate with them. They are inspired by innovation, customization and efficiency.

42. Military Families

Representing individuals who have loved ones that serve or have served in the military, they appreciate products and services that cater to their needs for support, resources, and understanding. Their most pressing challenge is balancing the unique needs and responsibilities that come with having a loved one in the military. Marketing campaigns that focus on these areas, such as military family resources, support groups, and discounts often resonate with them. They are inspired by support, resources and understanding.

43. Veterans

Representing individuals who have served in the military, they appreciate products and services that cater to their needs for transition, personal development and community. Their most pressing challenge is transitioning to civilian life and dealing with any challenges that may arise from their service. Marketing campaigns that focus on these areas, such as veteran resources, career development opportunities, and veterans organizations often resonate with them. They are inspired by transition, personal development and community.

44. Teachers & Educators

Representing individuals who work in the field of education, they appreciate products and services that cater to their needs for professional development, classroom resources and student support. Their most pressing challenge is meeting the diverse needs of students in the classroom and maintaining a balance between work and personal life. Marketing campaigns that focus on these areas, such as teaching resources, professional development opportunities and educational technology often resonate with them. They are inspired by professional development, classroom resources and student support.

45. Health Care Professionals

Representing individuals who work in the field of healthcare, they appreciate products and services that cater to their needs for professional development, patient care and technology. Their most pressing challenge is keeping up with the latest developments in their field and balancing work and personal life. Marketing campaigns that focus on these areas, such as medical education, health technology, and resources for patient care often resonate with them. They are inspired by professional development, patient care and technology.

Meet Our

PROGRAM COUNCIL CHAIR



Vishal Chinchankar
CEO- Madison Digital

46. Lawyers & Legal Professionals

Representing individuals who work in the field of law, they appreciate products and services that cater to their needs for professional development, research, and networking. Their most pressing challenge is balancing their workload, and staying up-to-date with developments in the law. Marketing campaigns that focus on these areas, such as legal education, legal research tools and networking events often resonate with them. They are inspired by professional development, research, and networking.

47. First Responders

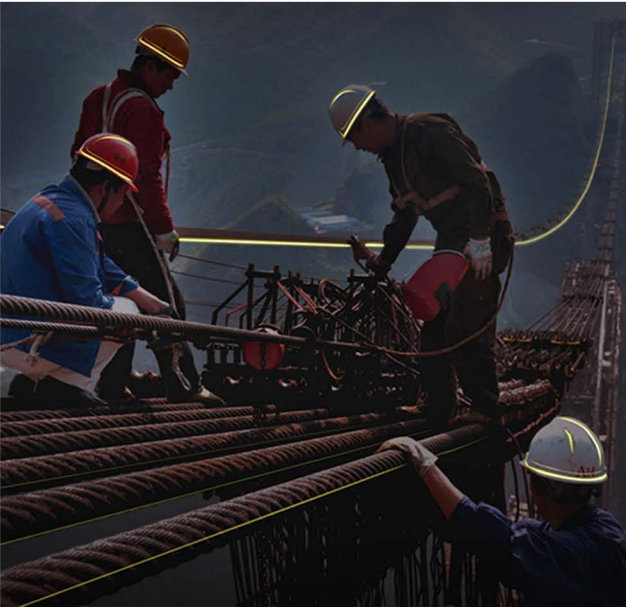
Representing individuals who work in fields such as police, firefighters, and paramedics, they appreciate products and services that cater to their needs for safety, efficiency, and support. Their most pressing challenge is that cater to their needs for professional development, safety, and dependability. Their most pressing challenge is dealing with the physical and mental demands of the job, and balancing their work and personal life. Marketing campaigns that focus on these areas, such as safety equipment, training programs, and resources for mental health and well-being often resonate with them. They are inspired by professional development, safety, and dependability.

48. Small Businesses

Representing organizations that are typically independently owned and operated with less than 500 employees, they appreciate products and services that cater to their needs for affordability, efficiency, and scalability. Their most pressing challenge is competing with larger companies and balancing the demands of running a business with their personal life. Marketing campaigns that focus on these areas, such as cost-effective solutions, tools for automation and productivity, and resources for business growth and expansion often resonate with them. They are inspired by affordability, efficiency and scalability.

49. Large Enterprises

Representing organizations that are typically larger companies with more than 500 employees, they appreciate products and services that cater to their needs for security, scalability, and innovation. Their most pressing challenge is staying competitive in their industry and managing the complexity of a large organization. Marketing campaigns that focus on these areas, such as enterprise-grade security solutions, scalable technologies and advanced features, and cutting-edge innovations often resonate with them. They are inspired by security, scalability, and innovation.



ENTRIES

Example: The "Clean Water for All" program may have demonstrated that they have an in-depth understanding of the problem of water scarcity and contamination in rural communities, they may have also identified a sustainable solution using rainwater harvesting and filtration systems that are affordable and easy to maintain.

Strategy: This criterion evaluates the candidate's understanding of the problem or issue, and their ability to identify unique and meaningful opportunities for impact. It also considers their ability to think strategically and develop a clear and compelling vision for addressing the problem. A candidate that meets this criterion would be considered a visionary, someone who can see beyond the current situation and identify new ways to make a difference.

Insight: Judges look for a deep understanding of the problem or issue that the candidate is addressing. They evaluate whether the candidate has identified a unique and meaningful opportunity for impact, and whether they have a clear and compelling vision for addressing it. This can also include a deep understanding of the target audience and the market, and how the candidate's solution addresses their needs.

Innovation/Creativity: Disruptive Innovation: This criterion evaluates the candidate's ability to come up with new and creative solutions to problems. It looks for solutions that are not only effective, but also scalable, sustainable, and appropriate for the target audience. A candidate that meets this criterion would be considered a disruptive innovator, someone who is able to think outside the box and create new and unexpected solutions.

Innovative Approach: Judges evaluate whether the candidate has taken an innovative approach to addressing the problem or issue. They look for new and creative solutions that are not only effective, but also scalable, sustainable, and appropriate for the target audience.

Example: "Reading for Empowerment" campaign may have used an innovative approach of using mobile libraries and story-telling sessions to create an engaging and interactive learning experience for children in low-income communities.

CHALLENGE

This is the WHY – the reason for the campaign.

OBJECTIVE

This is the WHAT – the measurable goals or key performance indicators (KPIs) you set out to achieve.

STRATEGY

This is the HOW – the start of your story. Outline the key decisions you made.

CREATIVE

This is the MAGIC – the melding of science with art. Let us into your creative thought-process

RESULTS

This is the PROOF – the mark of a successful campaign.



TIPS

& JUDGING

The Trailblazer Awards are designed to recognise and celebrate individuals and organisations that are making a real impact in their communities and beyond. The awards are evaluated by a panel of judges who consider a range of criteria to select the most deserving candidates.

Implementation: Action Catalyst: This criterion evaluates the candidate's ability to turn their vision into reality. It looks for evidence that the candidate has taken action to implement their solution and has a clear plan for scaling it up and achieving greater impact. A candidate that meets this criterion would be considered an action catalyst, someone who is able to turn ideas into action and drive change.

Action: Judges evaluate whether the candidate has taken concrete steps to bring their vision to life. They evaluate whether the candidate has taken action to implement their solution and has a clear plan for scaling it up and achieving greater impact.

Example: "Eco-Farms" project may have shown that they have taken action by implementing sustainable farming practices, training farmers, and working with local grocery stores and restaurants to promote locally sourced organic produce.

Results & Effectiveness: Impact Trailblazer" which emphasizes the high impact nature of the candidate's work, and the fact that they are blazing a trail towards a more impactful and positive future. This name implies that the candidate is a leader and a pioneer in creating meaningful change and making a positive impact. A candidate that meets this criterion would be considered an "Impact Trailblazer" someone who is pushing boundaries and leading the way in creating a more sustainable and equitable world. **Impact:** Judges evaluate the impact that the candidate has made, both in terms of quantitative results and qualitative impact. They look for evidence that the candidate's solution has had a measurable and meaningful impact on the lives of the people they are serving, and that it is likely to continue to make an impact in the future.

Example: "Empowering Women" campaign may have shown that it have created jobs, improved the economic opportunities, and promoted gender equality in the communities where they have worked, and have a clear plan to expand to other communities.



Sam Balsara



Sandeep Nagpal



Gulshan Verma



Sanjay Behl

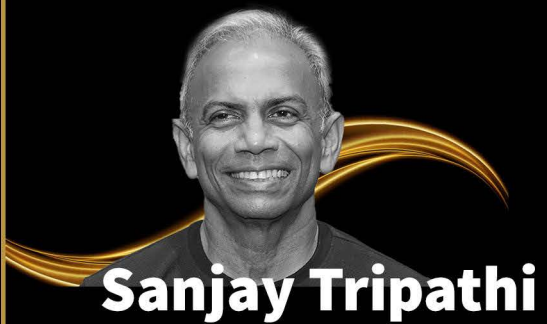
THE VANGUARDS
PAST PROGRAM & JURY CHAIRS



Vishal Chinchankar



Manish Dureja



Sanjay Tripathi



Nita Kapoor

PROGRAM COUNCIL & JURY 2021



Sundar Kondur



Sanjay Singhal



Vimal Sharma



Rajiv Bakshi



Amit Sarda



Vijayant Dhaka



Rajesh Kumar



Virginia Sharma



Ankush Bhandari

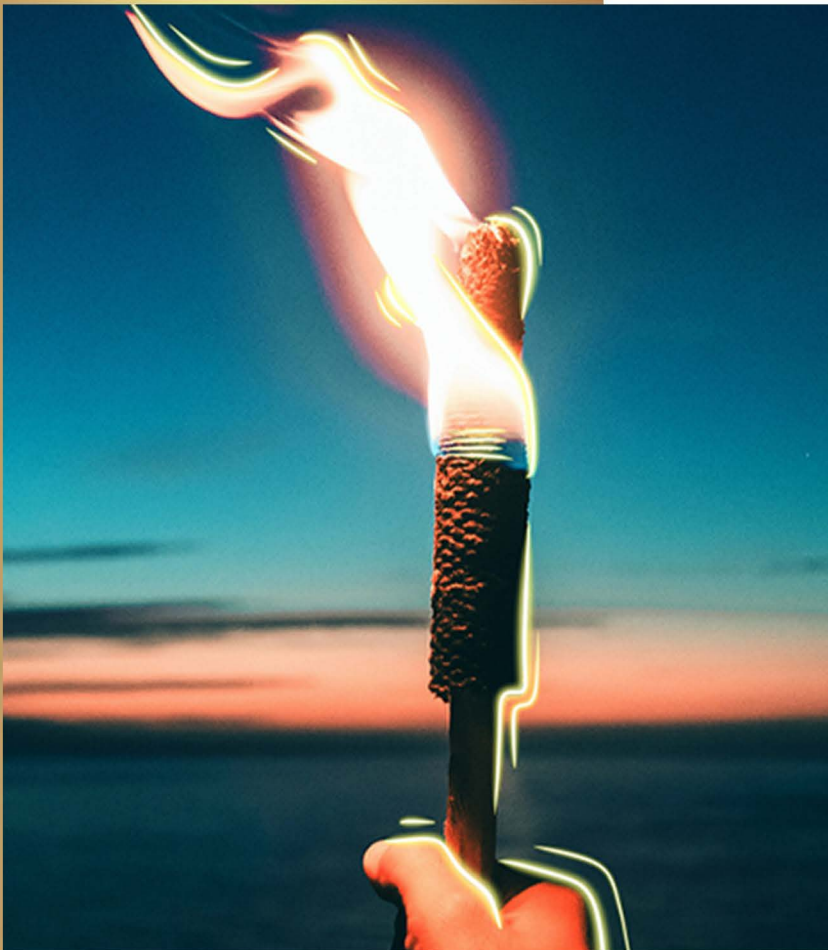


Punit Modhgil



Venkat Mallik

FREQUENTLY ASKED QUESTIONS



About the awards

Who can enter?

Are you a trailblazer, a game-changer, or a visionary? Then it's time to get recognized at the Trailblazer Awards 2023! This awards ceremony is all about honoring those who are shaping our world with their innovative ideas and outstanding contributions. Whether you're an organization or an individual, from any industry, we invite you to submit your entries for consideration. Showcase your brilliance and inspire others to strive for a better future. Don't wait, submit now!

How much does it cost to enter?

Individual Entries - No Fees involved.

Organisation Regular Entries

First entry - \$250

Three Entries - \$500

Organisation Rush Entries

First entry - \$300

Second entry - \$200

To get the additional entry & discounted prices, please ensure you enter all entries at once, and you need to get a payment confirmation id before starting the entry. Contact our ECHO Concierge for the same.

If you are a member of DMAAsia / Brandmasters, you may be eligible for gratis or discounted entries. To get the discount code, get in touch with the team who can provide you with one.

If you are a member of DMAAsia / Brandmasters, you may be eligible for gratis or discounted entries. To get the discount code, get in touch with the team who can provide you with one.

What's the deadline for submitting entries?

Submission Deadline: August 15, 2023

When and how will we find out the results?

Winners will be revealed during an awards ceremony in April 2023. We will announce all winners through social channels and our website, so make sure to follow us for the latest updates! Also, you receive an email notifying you of the results.

Nominations announced on our website and social channels:

18 May 2023

Winners will be announced at the Awards Nite:

Wed 11 Oct, 2023

Submitting your entries

How do I enter?

Entry forms and the entry process is simple. We even have a quick start guide for the same. Ask our concierge for it.

Can I save my entry and come back to it?

Yes! You can save your entries as you go and then fine-tune them up until the official entry deadline via your entry dashboard. Follow these steps to edit entries., follow these steps to edit your entries.

How do I pay?

You can pay via credit/debit/AMEX card on our payment portal at Townscript once your entries are in your basket. If you want to pay via bank transfer, additional charges apply. We do not send any physical invoices. The order id/payment screen is the final paid receipt.

Payments must be received by the entry deadline to qualify for judging.

How do I edit my entry?

You will be able to edit your entries up until the deadline. To edit your entries, log on to your 'Dashboard' > Find your entry > click on the Edit button to start editing the entry.

Entry rules

Additional entry discount

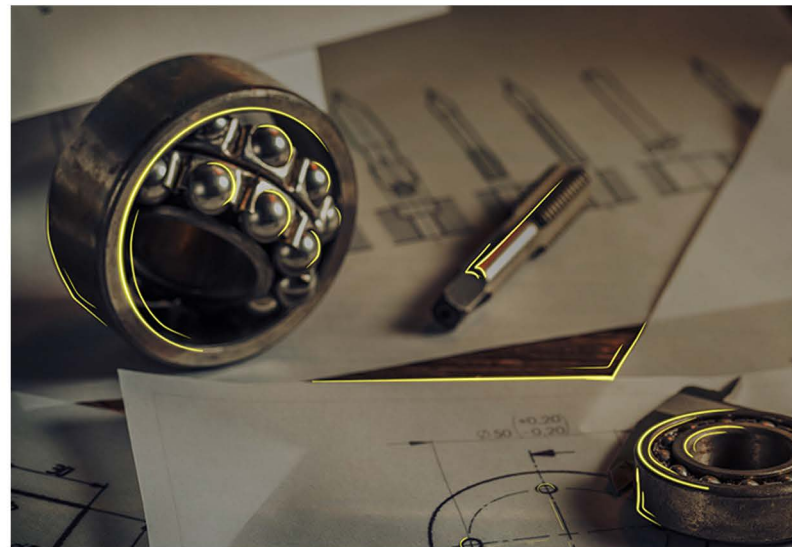
You may enter as many categories as you like for organisational nominations. Each entry will be treated as a separate entry, and payment will be made for each. Please note that you will only get the additional entry discount when you have booked the entries in bulk at the time of registration. There are no refunds in any situation whatsoever.

The eligibility period for entries

Our judges will evaluate your entry based on four characteristics of the Trailblazer that are important, including Visionary Insight, innovation, Action and impact. Your work must be live to market within our judging period: Jan 2021- December 2022. Please ensure your program, project or campaign is created between these dates.

DMA Code of Conduct

All entries submitted must be legal. Any entries containing offensive material will be disqualified. Any entry or entrant that has a complaint upheld against it will be automatically disqualified.



Our Judges. The Vanguard

Step right up and brace yourselves, folks! The Trailblazer Awards are not for the faint of heart. Our esteemed panel of judges, the Vanguard, will be sifting through entries with a fine-toothed comb, and only the cream of the crop will make the cut. They reserve the right to re-allocate entries that are entered in an incorrect category, and also have the authority to remove categories if entries do not meet the standard for nomination. These entries will not be refunded as they will have been evaluated fairly and accordingly. But fear not, our Vanguard play fair and square. They're not swayed by fancy words or flashy presentations, only the most innovative and game-changing entries will earn their stamp of approval. So, sharpen your pencils and polish your ideas, it's time to impress the Vanguard and earn a spot among the elite. The competition is fierce, but remember, only the best of the best will survive the Vanguard's scrutiny.

The Judging Process

How will my entry will judged?

The Vanguard, our esteemed panel of judges, will objectively evaluate your entry against others in the same category. They will be scrutinizing each entry based on the project categories and relevant criteria, looking for evidence of insight, innovation, action, impact and how it drove change for the greater good, that align with the Trailblazer judging criteria. They will also be looking for entries that have been true game changers in their respective category. After the panel has pre-judged the finalists, the Vanguard will meet to discuss the entries and decide on award winners and commendations. Remember, only the most innovative, impactful and game-changing entries will impress the Vanguard and make the cut, so make sure your entry stands out!

Will my entry be kept confidential?

Once the final deadline has passed, a judging panel of industry experts will view your submission and can see all of the material you've uploaded. You agree that we have permission to publish these materials in any form, including screen grabs or other reports generated from them.

Can I nominate myself/someone else to be judged?

Do you have what it takes to be on our Judges panel? We're looking for creatives and marketers to join us, and your expertise will help ensure that the DMA Brandmasters Jury remains exceptional in the coming years.

Will we receive judges' feedback?

We appreciate your attention to detail and great feedback. We are not able to provide judges feedback on your entry, but feel free to get in touch with a member of our team if you would like a better understanding or more information regarding the judging process and how we decide on winners.



Melange

How to become a member or annual subscriber?

The DMA Brandmasters program is open to Brand Side marketers, Advertising Agencies & Marketing ecosystem enablers. Get in touch with us to get a bespoke proposal and round-the-year benefits provided to our annual member subscribers.

How to submit the entry?

All entries have to be submitted on the awards portal. We do not accept entries in any other form. All supporting creatives/videos or PPT will need to be uploaded on the portal within the award entry form.

How to get awards gala admits?

DMA Brandmaster's annual subscribers, members of the jury and torchbearers are our privileged invitees. For non-member entrants & paid entries, one admits per winning entry will be provided. Entrants can purchase additional tickets online on the ticketing portal.

