



Brand Disruption Awards '26

What are the ET Brand Disruption Awards?

As creativity and innovation in technology continue to reshape industries, we proudly present the 5th Edition of ET Brand Disruption Awards. These awards celebrate organizations and individuals who have introduced groundbreaking changes in their domains, creating a significant impact and setting new benchmarks. Honoring those who draw inspiration from existing ideas to craft transformative solutions, the awards aim to recognize pioneers who leave a lasting impression on their contemporaries.

Who can apply for Brand Disruption Awards?

The competition is open to anyone working in a brand, advertising agency, digital agency, social media agency, technology company, media agency, creative agency, content marketing agency, OTT company, broadcast agency, or any other organisation related to branding, advertising, or marketing.

What are the eligibility requirements?

The competition is open to innovative and disruptive products, concepts, campaigns and processes across business sectors implemented, introduced, published and promoted between January 2025 - 15th January 2026.

How do I apply? / What is the step-by-step Application Process?

- Visit the Awards website:
<https://brandequity.economictimes.indiatimes.com/disruption-awards>
- Click on Nominate Now
- Sign in/Log in
- Select the Relevant Category(s)
- Fill in the Online Form
- Upload Supporting Documents
- Add more Entry(s) (If any)
- Submit the Entry(s)
- Make the Payment

What are the various categories to which I can apply?

There are 6 main category sections under which you can enter:

- INDUSTRY EXCELLENCE AWARDS
- DISRUPTIVE CAMPAIGN AWARDS
- DISRUPTIVE BRAND STRATEGY AWARDS
- DISRUPTIVE COMMUNICATION AWARDS
- PROCESS / DEPARTMENT AWARDS
- MOST DISRUPTIVE PROCESS / DEPARTMENTS OF YOUR ORGANISATION
- SPECIAL AWARDS



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Award Categories at a Glance:

INDUSTRY EXCELLENCE AWARDS

- Most Disruptive Start-Up
- Most Disruptive Event
- Most Disruptive D2C Brand
- Most Disruptive Travel, Tourism & Hospitality Service
- Most Disruptive Restaurant & Food Service
- Most Disruptive BFSI & FinTech Brand
- Most Disruptive AdTech Solution
- Most Disruptive FMCG – Food and Beverages
- Most Disruptive FMCG – Personal & Home Care
- Most Disruptive Consumer Tech, Electronics & Mobile Brand
- Most Disruptive Automobile Brand
- Most Disruptive Education & EdTech Learning Solution
- Most Disruptive Supply Chain & Logistics Solution
- Most Disruptive Tech & IT Brand
- Most Disruptive Retail Innovation
- Most Disruptive Health, Wellness & HealthTech Brand
- Most Disruptive E-commerce Brand
- Most Disruptive Real Estate & Infrastructure

DISRUPTIVE CAMPAIGN AWARDS

- Best Brand Activation Campaign (New)
- Best Celebrity Endorsement (New)
- Best International Marketing Campaign (New)
- Best Influencer Marketing Campaign
- Best Use of Video Marketing
- Best Storytelling & Narrative Marketing
- Best Viral Marketing Campaign
- Best Moment Marketing Campaign
- Excellence in User-Generated Content (UGC)
- Excellence in Performance Marketing
- Best B2B Marketing Campaign
- Best B2C Marketing Campaign
- Best Festive Campaign
- Best Seasonal Campaign
- Best Experiential Marketing
- Best Technology-Driven Marketing Campaign
- Best Regional or Rural Campaign
- Best Small Budget Campaign
- Best Social Responsibility & Cause-Related Campaign

DISRUPTIVE BRAND STRATEGY AWARDS

- Best Brand Awareness Campaign (New)
- Most Disruptive Brand Collaboration
- Best Product Launch/ Re-launch
- Best Personalization Strategy
- Excellence in Data-Driven Marketing
- Best Customer Experience Strategy
- Best Millennial Targeting Campaign

DISRUPTIVE COMMUNICATION AWARDS

- Best use of PR
- Best use of Facebook
- Best use of X
- Best use of Instagram
- Best use of LinkedIn
- Best Use of Social Media
- Best use of Digital Marketing
- Best use of Audio Marketing
- Best use of Integrated Media
- Best use of Mobile Marketing
- Best use of Content Marketing
- Best use of Outdoor Advertising
- Best use of Print Media
- Best use of TV

MOST DISRUPTIVE PROCESS / DEPARTMENTS OF YOUR ORGANISATION

- Most Disruptive Strategy & Planning Team (New)
- Most Disruptive PR & Communication Team (New)
- Most Disruptive Technology & Digital Transformation Team (New)
- Most Disruptive Creative & Design Team (New)
- Most Disruptive Customer Support Team (New)
- Most Disruptive Business Development Team (New)

SPECIAL AWARDS

- Most Disruptive Agency-Client Collaboration (New)
- Disruptive Campaign of the Year
- Disruptive Brand of the Year (New)
- Disruptive Agency of the Year (New)



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What makes for a good entry?

- **Acknowledge the entry rules and requirements:** Ensure your nominations adhere to the template and word count limitations. This will allow the jury to review your entry with ease and make a fair judgment.
- **Be clear and concise: Ask yourself** - Will the judges be able to understand and interpret your entry? Is it open and honest?
- **Link your results to the objectives:** Regardless of the category, it's vital that the objectives you set are clear and that your results match or exceed your goals.
- **Demonstrate agility:** Highlight agility, adaptability, and smart thinking in your digital application.
- **Add supporting documents:** To make the entry self-explanatory, be sure to include relevant case studies, screenshots, and other supporting information.

Is there a limit to the number of entries I can send?

No. You can submit as many campaigns/initiatives/entries as you like, and there is no restriction on the number of categories you can enter. Furthermore, one campaign/initiative/entry can be entered into multiple categories, as long as the categories chosen are relevant.

Is there a fee for submitting the entries?

Yes, the processing fee is Rs 25, 000+ GST per entry for All categories and 26,000 +GST for special categories. Late fee of INR 1000 will be applied post regular fee deadline

What is the payment mode for the entries?

You can either pay online while submitting the form or you can make a bank transfer on the details mentioned here:

Beneficiary Name: Times Internet Limited

Account No.: 57500000021841

Account Type: Current Account

Payment Method: NEFT/Cheque/RTGS

Bank Name: HDFC Bank Limited

Branch Name: Fort Mumbai

Branch City: Mumbai

Swift Code: HDFCINBB

MICR No: 400240015

IFSC Code: HDFC0000060

If you wish to make a bank transfer, you can mark your entries as ready to submit and get in



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touch with our team for the payment process.

Is there a discount on the entries?

Yes, the following regular discounts apply (Not applicable during Early Bird time-period):

- 10-20 Entries: 10% Discount
- 21+ entries: 15% discount
- 50+ entries: 20% discount

Is the entry fee refundable?

No, the entry fee is not - refundable. Please Note: This is a processing fee that does not guarantee a win in any way; it simply covers the cost of processing your entry so it can proceed to the next step of judging.

In what format should I submit my entries?

An entry must include a campaign summary, which should not exceed 500 words. The entry should cover the following aspects: Objective, Creativity & Innovation, Strategy & Execution, Campaign Alignment with Target Group (TG), and ROI & Results (Refer to the Form for exact questions). The sample work may vary by category. Therefore, it can include either printed material, such as white papers or company publications, links to online content, such as web pages, websites, videos, AVs, sample ads, infographics or mobile applications.

Is a firm represented by a Jury Member allowed to enter the competition?

Yes, However, the jury members aren't allowed to judge the work of their own company.

Who are the jury members? and How are they chosen?

The jury members are all leading industry experts and have been chosen based on their experience in the space of Marketing.

What is the judging process like?

The judging process is entirely jury-driven, ensuring the highest standards of integrity are maintained. Before the judging process begins, our Official Tabulator EY conducts a hygiene check on all the entries to make sure everything is as per the requirements. The Judging is conducted at 2 levels:

- **Screening Jury** - At this level, jury members evaluate each nomination based on specific parameters. EY calculates the average scores, and the shortlist is then released.
- **Grand Jury** - Once the shortlist is decided, the Grand Jury members then judge all the shortlisted entries based on the defined parameters, and as per average scores, calculated by EY, the winners' list is decided.



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What are the important dates I should be aware of?

- Early Bird Discount till: **8th October, 2025**
- Regular Deadline till: **27th November, 2025**
- Late Deadline (Late Fees applicable post 13th February 2025): **17th December, 2025**
- Jury Meet: **February 2025**
- Awards Night: **February 2025**

What is the next step once my entry is submitted?

Once you have submitted your entry, you can get in touch with the team (contact details mentioned at the bottom) to cross-check your submission and to ensure that your payment has been processed successfully. The team will send regular updates to the email ID provided in the form.

When will the shortlist be announced?

The shortlist will be announced on the website and our social media handles in FEBRUARY'2025.

When will the winners be announced?

The winners will be announced on Awards Night in FEBRUARY'2025.

What kind of recognition will the winners get?

The winners' list will be published on the website and announced through our social media handles. Each category winner will be felicitated with a trophy on the Awards night.

Please Note: To respect everyone's time, only Gold and Silver winners will be felicitated on stage. For the Bronze winners, a designated counter will be available at the venue for trophy collection and to address any other query. Please feel free to get in touch with us if you have any doubts.

If any query arises during the nomination process, how do I get in touch?

For any further clarification, please feel free to contact us. We shall be happy to help you.

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