

APPROVAL LETTER FORMAT

To The Economic Times Awards for Design and Creativity Team, I hereby approve the participation of _____ (Agency/ Brand Name) in The Economic Times Awards for Design and Creativity for the _____ (Campaign Name) launched on _____ (Campaign Launch Date DD/MM/YYYY).

Thank you!

Signature / Authorization

Please Note : A letter from the client on the company letterhead should be taken in the above format, along with the designation and digital signature of the signing authority.

OR

The client approval letter should be sent from the client's official email ID where the approver's ID along with the designation and organization details are clearly visible.