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A. ABOUT THE AWARDS

01. What are the ETDigiPlus Awards?

As brands navigate an increasingly digital-first world, technology and digital innovation continue to transform how businesses connect with consumers and drive measurable impact.

Now in its eighth edition, the ET DigiPlus Awards 2026 by ETBrandEquity celebrate excellence in digital marketing, content, mobile, technology-led innovation, and integrated digital campaigns.

The awards honour brands, agencies, platforms, and professionals who are redefining creativity, innovation, and effectiveness in the digital ecosystem.

B. WHY ENTER DIGIPLUS AWARDS

02. Why should you enter the ET DigiPlus Awards?

- Gain industry-wide recognition
- Showcase innovation and impact
- Benchmark your work against the best in the industry
- Enhance brand and agency credibility
- Celebrate teams and talent
- Receive visibility across ETBrandEquity platforms

C. ELIGIBILITY & PARTICIPATION

03. Who can apply for Digiplus Awards?

The awards are open to professionals and organisations across the marketing, media, advertising, and digital ecosystem, including:

- Brands and enterprises
- Advertising and creative agencies
- Digital and social media agencies
- Media and OTT companies
- Technology and martech companies
- Content marketing firms
- Broadcast agencies
- Any organisation associated with branding, advertising, or marketing

Participating in the awards offers industry recognition, increased visibility, peer acknowledgment, and credibility within the marketing and media community.

04. What are the eligibility requirements?

The competition is open for initiatives/campaigns created, published/implemented, and promoted between **1st March 2025 and 30th June 2026**.

Projects initiated earlier but substantially completed during the eligibility period are also eligible.

Entry Rules

- Multiple entries are permitted
- One campaign may be entered across multiple relevant categories
- Agencies may submit on behalf of clients with appropriate approvals
- Entries may be edited until the submission deadline

D. AWARD CATEGORIES

05. What are the various categories to which I can apply?

There are 7 main category sections under which you can enter:

- Content Marketing Awards
- Mobile Marketing Awards
- Digital Marketing Awards
- SME and Start-up Awards (Newly Launched Segment)
- Use of Artificial Intelligence (Newly Launched Segment)
- Industry Awards
- Special Awards

06. Award Categories at a Glance

◆ SME AND START-UP AWARDS (NEWLY LAUNCHED SEGMENT)

- Excellence in Digital Innovation by an SME(NEW)
- Excellence in Social Media Marketing by an SME(NEW)
- Excellence in Multi-Channel/ Integrated Marketing by an SME(NEW)
- Excellence in Digital Analytics & Insights by an SME(NEW)
- Excellence in Use of Mobile to Drive Sales by an SME(NEW)

◆ USE OF ARTIFICIAL INTELLIGENCE (Newly launched segment)

- Excellence in AI-Powered Marketing(NEW)
- Best AI-Led Innovation(NEW)
- Excellence in AI-Driven Growth & Personalisation(NEW)
- Innovation in Generative AI for Marketing(NEW)
- Excellence in Conversational AI & Automation
- Excellence in AI-Led Customer Experience(NEW)
- Best AI-Powered Product or Platform(NEW)
- Responsible Use of AI(NEW)

◆ CONTENT MARKETING AWARDS

- Excellence in Content Marketing
- Excellence in Personalisation
- Best Content for Brand Building
- Excellence in Branded Content & Integration
- Excellence in Product Launch
- Excellence in Brand & Product Reinvention(NEW)
- Excellence in Use of Collaborative Content
- Excellence in User-Generated Content used for a Campaign
- Excellence in Video & Visual Content
- Excellence in Social Media Content

◆ MOBILE MARKETING AWARD

- Excellence in Use of Mobile
- Excellence in Shoppable Media & In-App Commerce
- Excellence in Mobile Technology
- Excellence in Mobile Experience & Engagement(NEW)
- Excellence in Use of Mobile to Drive Sales(NEW)

◆ INDUSTRY AWARDS

- Mobile Handset & Device(NEW)
- Automotive(NEW)
- Kids & Parenting
- Event
- FinTech
- Food Tech
- Hospitality, Travel & Tourism
- Technology, Media and Telecommunications
- Direct-to-Consumer (D2C)/ E commerce
- Retail - Fashion, Beauty & Lifestyle
- BFSI
- B2B
- Education/ EdTech
- Health, Fitness & Wellness Sector
- FMCG - Food & Beverage
- FMCG - Personal Care
- Real Estate & Construction
- Agriculture & Agribusiness

◆ DIGITAL CAMPAIGN AWARDS

- Excellence in Surrogate Marketing (NEW)
- Excellence in AdTech Innovation
- Excellence in Brand Awareness & Recall
- Excellence in Digital Strategy & Innovation
- Excellence in SEO Led Initiatives(NEW)
- Excellence in Search Engine Marketing (SEM)(NEW)
- Excellence in Programmatic Advertising(NEW)
- Excellence in Community Building & Engagement(NEW)
- Best Microsite or Landing Page(NEW)
- Excellence in Performance Marketing Campaign (PPC / Sponsored Ads)(NEW)
- Best Use of Humour
- Age-Targeted Marketing
- Excellence in Digital-First Advertising & Brand Positioning
- Excellence in Indian Premier League (IPL) Marketing & Initiatives
- Excellence in International Marketing
- Category Creation & Innovation
- Excellence in Occasion Marketing
- Excellence in Purpose-Driven Marketing
- Excellence in Sports Marketing
- Excellence in Sponsorship & Partnerships
- Excellence in Digital Outdoor & DOOH Advertising
- Excellence in PR & Reputation Marketing
- Excellence in Customer Engagement & Experience
- Excellence in Moment Marketing
- Excellence in Festive Marketing
- Excellence in Seasonal Marketing
- Excellence in Experiential Marketing
- Excellence in Influencer Marketing Campaign (Mega/ Macro / Micro)
- Excellence in Celebrity-Led Marketing
- Excellence in Tech-Enabled Marketing
- Excellence in Multilingual Marketing in Bharat
- Excellence in use of OTT & Web Film
- Excellence in use of eSports & Gamification
- Excellence in Integrated Digital Marketing
- Excellence in Integrated Media Campaign
- Excellence in B2B Marketing
- Excellence in B2C Marketing
- Excellence in Budget-Smart Marketing (Small/ Medium/ Large Budget)
- Excellence in Storytelling & Narrative Marketing
- Best use of Video
- Excellence in Data Analytics & Consumer Insight
- Excellence in Use of Social Media
- Excellence in Viral Marketing
- Best Regional Campaign (Additional 5% Discount)
- Excellence in Social Impact / CSR Campaign (Additional 5% Discount)

◆ SPECIAL AWARD

- Emerging Digital Brand(NEW)
- Digital Campaign of the Year
- Next Generation Award (Under 40)
- Emerging Digital Agency
- Digital Marketing Team of The Year
- Digital Person of the Year (Agency)
- Digital Marketer of the Year (Brand)
- Digital Brand of the Year
- Independent Digital Agency of the Year
- Network Digital Agency of the Year

E. HOW TO APPLY

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

- Visit the Awards website: ET DigiPlus Awards 2026
- Click on 'Nominate Now'
- Log in with your Email ID and Password
- Select the Relevant Category(s)
- Fill in the Online Form
- Upload Supporting Documents
- Add additional Entry(s), If required
- Submit the Entry(s)
- Complete the Payment Process

F. ENTRY GUIDELINES

08. In what format should I submit my entries?

Each entry must include a campaign summary of up to 400 words covering:

- Objective
- Creativity & Innovation
- Strategy & Execution
- Audience Alignment
- ROI & Results

Supporting materials may include: Case studies, Presentations, Videos / AVs, Website or social links, Sample creatives, Infographics and Mobile applications

09. What makes a strong entry?

A compelling entry should:

- **Follow the guidelines carefully:** Ensure your submission adheres to the prescribed format, requirements, and word limits to enable smooth evaluation by the jury.
- **Be clear and concise:** Present your campaign/entry in a simple, structured, and easy-to-understand manner. Transparent and authentic storytelling always stands out.
- **Align results with objectives:** Clearly define your campaign goals and demonstrate how the outcomes met or exceeded those objectives with measurable impact.
- **Showcase innovation and adaptability:** Highlight creative thinking, agility, and how your campaign effectively adapted to the evolving digital landscape.
- **Include strong supporting material:** Strengthen your submission with relevant case studies, videos, screenshots, creatives, presentations, links, or any additional material that helps bring the campaign to life.

G. JUDGING PROCESS

10. What is the judging process like?

The awards follow a transparent and jury-led evaluation process. The judging process is entirely jury-driven, ensuring the highest standards of integrity are maintained. Before the judging process begins, our Official Tabulator conducts a hygiene check on all the entries to make sure everything is as per the requirements.

The Judging is conducted at 2 levels:

Stage 1: Screening Jury

Entries are evaluated based on predefined parameters. Scores are tabulated by EY, following a hygiene and eligibility check.

Stage 2: Grand Jury

Shortlisted entries are reviewed by the Grand Jury, who determine the final winners based on overall merit and average scores calculated by EY.

H. JURY & EVALUATION CRITERIA

11. Who are the jury members and how are they chosen?

The jury comprises leading industry professionals and experts from the digital, media, marketing, and advertising sectors, selected for their domain expertise and industry experience.

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

Yes. However, jury members are not permitted to evaluate entries submitted by their own organisation.

13. What are the judging criteria?

The competition is open to campaigns (implemented only for Indian markets) created, published, and promoted between 1st March 2025 & 30th June 2026.

Marketing Team of the Year & In-House Creative Team of the Year	
Evaluation Criteria	Weightage (%)
Impact of the Campaign	40%
Creativity & Innovation	30%
Campaign Execution Excellence	30%

Disruptive Brand of the Year

Evaluation Criteria	Weightage (%)
Uniqueness of Product / Service	30%
Execution Journey	30%
Innovation in Marketing Communication	30%
Future Growth Potential	10%

Rising Star of the Marketing World

Evaluation Criteria	Weightage (%)
Individual Contribution	30%
Leadership Skills	30%
Strategy Implementation	30%
Awards & Achievements	10%

Marketing Team of the Year & In-House Creative Team of the Year

Evaluation Criteria	Weightage (%)
Team Achievements & Performance	40%
Challenges & Solutions Implemented	30%
Future Growth Potential	30%

You can read about the categories in detail here:

<https://brandequity.economictimes.indiatimes.com/digiplus-awards/award-category>

I. ENTRY FEES & DISCOUNTS

14. Is there a fee for submitting the entries?

The regular entry fees are as follows and are subject to applicable discounts and late fees as per the submission timeline:

All Categories	INR 31,000 + GST per entry
Special Awards Categories	INR 31,000 + GST per entry

15. Is there a discount on the entries?

Yes, discounts are mentioned as following

10 - 20 entries	10% discount
Above 21 entries	15% discount
Above 50 entries	20% discount

16. What are the payment modes for the entries?

Payments can be made online during submission or via bank transfer using the details below:

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	HDFCINBB
MICR No.	400240015
IFSC Code	HDFC0000060

Note: If paying via bank transfer, participants may mark their entries as “Ready to Submit” and connect with the awards team for payment confirmation.

J. IMPORTANT DATES

17. What are the important dates I should be aware of?

The regular entry fees are as follows and are subject to applicable discounts and late fees as per the submission timeline:

Milestone	Date
Early Bird Deadline	22 May 2026
Regular Deadline	23 July 2026
Late Deadline	6 August 2026
Jury Meet	August 2026
Awards Night	25 September 2026

K.SHORTLIST, WINNERS & RECOGNITION

18. 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.

19. When will the shortlist be announced?

The shortlist will be announced on the official website and social media channels in August 2026.

20. When will the winners be announced?

Winners will be revealed during the Awards Night on 25 Sept, 2026.

21. When will the winners be announced?

Winners will receive:

- A prestigious DigiPlus Awards trophy
- Recognition across ETBrandEquity platforms and social channels
- Industry-wide visibility and credibility

Please note:

Only Gold and Silver winners will be felicitated on stage

Bronze trophies can be collected from the designated counter at the venue

L.FAQS

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

No. Participants may submit multiple entries across multiple categories.

The same campaign or initiative may also be entered into more than one category, provided it is relevant to each category entered.

23. Can entries be edited after submission?

Yes, entries can be edited until the final submission deadline. Once judging begins, no further changes will be permitted.

24. Can agencies submit on behalf of clients?

Yes. Agencies may submit entries on behalf of clients with appropriate approvals and credits.

25. Is the entry fee refundable?

No. Entry fees are non-refundable.

Please note that the fee covers the administrative and judging process and does not guarantee nomination or award recognition.

M. CONTACT INFORMATION

26. How can I get in touch for nomination-related queries?

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

Contact Information: Nikita Vig: +91 8860302087 | nikita.vig@timesinternet.in