

Retail Jewellers Guild Awards 2026

Marketing Campaign of the Year

This award recognizes an outstanding jewellery marketing campaign that demonstrates strategic clarity, creative strength, consumer relevance, execution quality and measurable or observable impact. The category includes both brand-building campaigns and tactical campaigns. A Brand Campaign should promote the brand identity, reputation, trust, visibility or positioning, without being primarily product-led. A Tactical Campaign should promote a specific product, collection, occasion, launch, offer, store initiative, consumer activation or short-term business objective.

GENERAL ELIGIBILITY CRITERIA

1. The campaign must have been executed in market during the defined eligibility period.
2. The applicant must select either Brand Campaign or Tactical Campaign based on the campaign objective.
3. For Brand Campaign entries, the submission should demonstrate how the campaign-built brand identity, credibility, visibility, trust, emotional connect or market positioning.
4. For Tactical Campaign entries, the submission should demonstrate how the campaign promoted a product, collection, occasion, store, offer, customer action or business objective.
5. The concept note should explain campaign idea, target audience, channels used, ATL/BTL/in-store/collateral/print/film/digital/media activity and outcome.
6. Applicants should disclose media spends or indicative campaign scale wherever available.
7. Supporting material may include films, print ads, outdoor images, social media posts, in-store collateral, campaign screenshots, PR coverage, media plan and performance metrics.
8. Any form of plagiarism, imitation, unauthorized use of third-party work, false information or unverifiable claim may lead to disqualification at any stage.
9. The jury and Awards management reserve the right to reject, recategorize, merge, split, modify, cancel or withhold any category/subcategory based on the number, relevance and quality of entries received.
10. If no entry is found to be of award-worthy standard, the award may not be presented in that category.
11. The decision of the jury and Awards management shall be final, binding and non-contestable.
12. For category specific eligibility criteria, kindly visit the [Terms & Conditions](#).
13. Submission of this application will be deemed acceptance of the Award's terms and conditions as available on the website: [\(Website link to be inserted\)](#)

Commented [VS1]: Add Terms & Conditions document link

Commented [VS2]: Website link to be inserted

Campaign Type*

- ☐ Brand Campaign
☐ Tactical Campaign

SECTION I – GENERAL INFORMATION

Name of the Applicant*	
Designation*	
Name of the Jeweller/ Retailer*	
Brand Name*	
Campaign Title/Name*	

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Year of establishment*	
Registered office address*	• State: • City: • Pincode:
Contact details*	• Mobile number: • Email: • Company website/ social media handle, if applicable:
Campaign Period*	• Start Date: • End Date:
Campaign Geography*	
Celebrity, Influencer or Brand Ambassador Involved	

SECTION II – ABOUT THE CAMPAIGN *	
Please describe the marketing campaign, its objectives, execution, impact and contribution to brand or business growth. (in 250 words) Kindly refer to the below guidelines to support your answer: • Campaign objective and strategic intent • Campaign concept, creativity and messaging • Media strategy and execution • Consumer engagement and market response • Business impact, outcomes and achievements	

SECTION III – SUPPORTING DOCUMENTS	
GST / business registration / incorporation certificate*	<u>Attach the document</u>
Store photographs to be provided in the below format: • Interior and exterior views • Must be actual photographs (no renders or concept designs) • No visible logos, names, or identifiers	<u>Attach the material</u>
Store video to be provided should follow the format below:	<u>Attach the material</u>

Commented [VS3]: 1.Mention accepted formats: JPEG, PNG and PDF.
 2. File-size limit to be confirmed; recommended starting point: 10 MB per file.

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• Showcasing multiple angles of the store • Must be of an actual, operational store • No branding or voiceovers mentioning the store name	
Customer testimonials / media coverage / awards, if available	<u>Attach the document</u>
Campaign Film / Video / Advertisement*	<u>Attach the material</u>
• Campaign theme and messaging • Brand or product communication • Execution quality and consumer-facing content	
Outdoor, Retail and Activation Photographs*	<u>Attach the material</u>
GST/ Incorporation Certificate*	<u>Attach the document</u>
Any other supporting document	<u>Attach the document</u>

DECLARATION*

I declare that the information provided in this application form is correct, accurate and pertains to my business. I agree to abide by the rules and regulations of participation.

I also declare the below details with respect to my entry:

1. *The information provided in this application is true, accurate and pertains to my business.*
2. *The campaign was executed in market during the defined eligibility period.*
3. *The entry has been submitted under either the Brand Campaign or Tactical Campaign category, based on the primary objective of the campaign*
4. *For Brand Campaign entries, the submission demonstrates how the campaign contributed to building brand identity, credibility, visibility, trust, emotional connection, or market positioning.*
5. *For Tactical Campaign entries, the submission demonstrates how the campaign promoted a product, collection, occasion, store, offer, customer action, or specific business objective.*
6. *The concept note accurately describes the campaign idea, target audience, channels utilized, ATL/BTL activities, in-store initiatives, collateral, print, film, digital, media activities, and campaign outcomes.*
7. *Media spends and/or indicative campaign scale have been disclosed wherever such information is available.*
8. *Supporting materials submitted may include, where applicable, films, print advertisements, outdoor campaign images, social media posts, in-store collateral, campaign screenshots, PR coverage, media plans, and performance metrics.*
9. *All submitted information, visuals, documents and claims are true, accurate and verifiable.*
10. *If shortlisted, I / we agree to provide additional documents or clarifications as required by the Awards management.*
11. *I / we agree to abide by the rules and regulations of participation.*

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12. I / we understand that the decision of the Jury and Awards management shall be final and binding.			
Sign*		Date*	
Name*			
Designation*			
Company Stamp*			