

BRAND

R.Comm

Rural Communication Summit & Awards 2024

21st March 2024

Hotel Holiday Inn, Aerocity, New Delhi

A for **AGRICULTURE**, *B for* **BRANDING**
& *C for* **COMMUNICATION**

IMPORTANT DATES

Call of enteries	: Feb 01, 2024
Last date for receiving entries	: Mar 10, 2024
Announcement of names	: Mar 18, 2024
Presentation of awards	: Mar 21, 2024



The Brand R.Comm Rural Communication Awards 2024, an esteemed event celebrating excellence in rural communication strategies and initiatives, stands as a beacon of recognition and appreciation for those who have made significant contributions in bridging communication gaps and empowering rural communities.

In an era where communication plays a pivotal role in fostering development and driving positive change, **the Brand R.Comm Rural Communication Awards 2024** serve as a platform to acknowledge and honor organizations' initiatives that have demonstrated exceptional creativity, innovation, and effectiveness in reaching rural audiences and addressing their unique needs and challenges.

The Brand R.Comm Rural Communication Awards 2024 not only celebrate exemplary communication practices but also serve as a platform for knowledge sharing, networking, and inspiration. Through showcasing success stories and best practices, the awards inspire others to innovate and excel in their communication endeavors, ultimately contributing to the holistic development of rural communities.

With a commitment to excellence and inclusivity, **the Brand R.Comm Rural Communication Awards 2024** strive to amplify the voices of rural communities, recognize their unique contributions, and foster greater awareness and understanding of their realities, challenges, and aspirations. Together, we can harness the power of communication to create a brighter and more equitable future for all.

JURY MEMBERS



Chairmen

Dr. RB Singh

Former Chancellor,
CAU, Imphal



Co-Chair

Dr. Arvind Kumar

Former Vice Chancellor,
RLBCAU, Jhansi



Jury Member

KC Ravi

Chairman, Croplife
India & Chief
Sustainability Officer,
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Jury Member

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Director Public Affairs,
Science and Sustainability
(South Asia), Bayer
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Sanjay Nagi

Founder & Managing
Director, Market Insight
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Jury Member

Dr. VV Sadamate

Agri. Extension
Specialist & Former
Advisor Agri. Planning
Commission. GOI



Jury Member

Surender Makhija

Strategic Advisor & Sr.
Vice President, Jain
Irrigation Systems Ltd.

Kindly Send nominations/ applications before **March 10th, 2024**

Online applications / nominations are preferred

Please mail the entries to : **info@snailintegral.com**

BRAND R.COMM AWARD CATEGORY

Integrated Communication Award | Best Outdoor Campaign Award | Best Rural Engagement Award
Best PR Campaign Award | Best Digital Marketing Award | Best Brand Campaign (TVC) Award

Outdoor Campaign

An outdoor campaign, also known as an outdoor advertising campaign, refers to the use of various advertising mediums in outdoor spaces to reach a target audience. Outdoor advertising is a broad category that includes various formats and placements, and it is often used to increase brand visibility, awareness, and engagement.

Examples of outdoor campaigns include : Billboards, Transit advertising, Hoardings, Wall Painting, Digital Displays, Vehicle Wraps, etc.

Best Outdoor Campaign Award : This award will be given to a brand that has demonstrated the best usage of Outdoor Media like Hoardings, Wall painting, Digital Displays & Innovation in OOH (Out of Home).

Rural Engagement

Rural engagement refers to the strategies and activities that organizations, businesses, or government entities employ to connect with and involve people living in rural areas.

Here are several approaches to Rural Engagement : Local Sponsorships, Mobile Outreach, Town hall meetings, localized marketing, etc.

Best Rural Engagement Award : This award will be given to a brand that has demonstrated the best campaign towards engagement of target groups in Rural areas.

PR Campaign

A PR (Public Relations) campaign is a coordinated and strategic effort to manage and shape the public perception of an individual, organization, or brand. The goal of a PR campaign is to build and maintain a positive image, create awareness, and foster goodwill among the target audience. PR campaigns often involve a combination of media relations, community engagement, and communication tactics to convey a specific message or narrative.

Examples of PR Campaigns : Product Launch Campaign, Community Outreach Campaign, Press Releases, Conference Management, and Rebranding Campaign.

Best PR Campaign Award : This award will be given to a brand that has demonstrated the best campaign towards Press Releases, Conference Management, etc.

Digital Marketing

Digital marketing refers to the use of digital channels, platforms, and technologies to promote and advertise products, services, or brands to a targeted audience. It encompasses a wide range of online marketing activities aimed at reaching and engaging consumers through various digital mediums.

Key components of digital marketing include : Search Engine Optimization (SEO), Social Media Marketing, Email Marketing, Content Marketing, Mobile Marketing, etc.

Best Digital Marketing Award : This award will be given to a brand that has demonstrated the best usage of Digital Media Marketing like Facebook, Instagram, LinkedIn, Twitter, Google Ads, etc.

Brand Campaign

A brand campaign is a strategic and coordinated marketing effort aimed at building, strengthening, or repositioning a brand's identity and perception in the eyes of its target audience.

Best Brand Campaign (TVC) Award : This award will be given to a brand that has demonstrated the best campaign in the Television Ads Campaign.

Integrated Communication

Integrated communication, often referred to as integrated marketing communication (IMC), is a strategic approach to marketing that ensures consistency and synergy in messaging across various communication channels.

Best Integrated Communication Award : This award will be given to a brand that has demonstrated the best campaign towards Outdoor Campaign, Rural Engagement, Digital Marketing, PR Campaign, and Brand Campaigns.



Snail Integral is the Emerging Corporate Communication service provider that specialized in strategy formulating and powerful business expansion through the dedicated tech-based solutions and motivated team. We are one of the leading Brand Consulting Agency which has in-depth understanding of Agriculture Industry with dedicated team to give the world class services.

Services we offer

- Celebrity Management
- TV Ad / Corporate Video | 2D & 3D Animation Video Production
- Public Relation
- Social Media Management & Marketing
- Digital Marketing (SEO & PPC) Services
- Brand & Business Consulting

Brands That Trust Us



FOR MORE DETAILS, PLEASE CONTACT

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Limited Seats Are Available

**Register Now and Nominate
your organization for
"Brand R.Comm Awards 2024"**



Award Nomination Form

VISIBILITY MATTERS

www.snailintegral.com