

The background of the entire page is a detailed, close-up photograph of a mechanical watch movement. Numerous gears of various sizes are visible, some of which are illuminated with a bright, golden-yellow glow. In the lower foreground, a portion of a watch face is visible, featuring Roman numerals and a white dial. The overall aesthetic is one of precision, craftsmanship, and mechanical complexity.

# DMAasia

Knowledge that transforms

**Join the Movement: Be a Purposeful Brand  
Driving Societal Change. The Time Is Now.**

# Chart Your Success

Take control of your professional journey, build a strong foundation for long-term business growth, and make a lasting impact.

## Innovate

As a marketer, you have the power to create innovative brand experiences and media that drive growth and success. At DMAasia, we provide the platform and resources you need to embrace creativity, stay true to your purpose, and connect with consumers in meaningful ways. Take control of your professional journey, build a strong foundation for long-term business growth, and make a lasting impact.

## Optimize

The power of data, technology and measurement can no longer be ignored. DMAasia will focus on topics with thought-leading speakers, in-depth case studies and meaningful benchmarking tools. Through these initiatives we aim to provide a cohesive vision for marketing leaders who want to leverage the latest trends in digital and data to drive growth.

## Impact

Sustainability remains on top of consumers' minds, and brands should align their business with the society they serve and the planet they inhabit. How can a brand promote social good while also driving growth and value? Creating both the hard and soft metrics for measurement across all sectors are to help brands define this important area of corporate responsibility.



**Partha Sinha**

**The Times of India Group**

**DMA  
asia**

*"If there's one definitive organization who spends an inordinate amount and effort to try and understand data driven marketing and insight. DMA will be one of them."*

Be a changemaker !

## ▀ ELEVATE YOUR CAREER

Take control of your professional journey with the support of Your Brand. We provide the skills, tools, and resources you need to succeed.

## ▀ BOOST YOUR BRAND

Stand out in your industry with the help of our top-quality content, awards, events, and training.

## ▀ ADVANCE OUR INDUSTRY

Your Brand is dedicated to driving progress and innovation in your field. Join us in pushing the boundaries and moving forward together.

## ▀ IMPACT THE WORLD

Your Brand isn't just about individual success. We also work with member brands and non-profits to create positive change and improve the world around us

## ▀ WIN CUSTOMER TRUST

Your Brand's commitment to self regulation and adchoices protects consumers and provides them with the information and choice they need. Plus, there's more to discover as a member.

# Embrace the power of community

At DMAAsia, we believe that purpose-driven brands have the potential to make a significant impact on the world. We're dedicated to supporting and empowering these brands to achieve their goals and create lasting positive change.

As a member of DMAAsia, you'll have access to a range of resources designed to help you succeed. Our award-winning programs, playbooks, and insights are all tailored to meet the unique needs of purpose-driven brands, providing you with the tools and knowledge you need to make a difference.

Our community of like-minded marketing professionals is committed to driving positive change in the industry and society as a whole. By joining us, you'll be part of a movement that's dedicated to making a difference and creating a better future for all.

But we don't just focus on societal impact. DMAAsia is also dedicated to driving business growth and empowering marketing teams to reach their full potential. Our 2023 Agenda and programs are designed to provide you with the support you need to succeed in a fast-changing marketing landscape.

And we understand that with new legislations, marketing can be a challenging landscape to navigate. That's why we provide a platform for your voice to be heard where it matters, helping you stay on top of the latest developments and navigate these challenges with confidence.

So why wait? Take the first step towards becoming a purposeful brand driving societal change and join DMAAsia today. Together, we can create a better future for all.

*"In the amount of detailing, the amount of intensity and the amount of collaboration they bring about says a lot."*

Tarun Katial

Coto

**DMA**  
asia

2012



Ajay Chandwani



Winnifred Knight

2012

2013



Virginia Sharma



Rajesh Kumar

2014-16

2017



Apurva Chamaria



Ajay Row

2018

2018



Sandeep Nagpal



Tarun Katial

2019



**DMA  
Hall of Fame**



**Ramesh Iyengar**

Chairperson, 2012 - Present., & ECHO Chair 2016



**Winnifred Knight**

Chairperson, 2012 - 2015



**Ankush Bhandari**

Chairperson, 2016 - Present

**The  
DMA  
Knight**

**ECHO  
Awards**



**Rakhshin Patel**

Chairperson 2013-2015



**Vivek Bhargava**

Chairperson 2018



**Rameet Arora**

Chairperson 2019



**KV Sridhar**

Chairperson 2021



**Nita Kapoor**

Chairperson, 2014



**Sanjay Behl**

Chairperson, 2015, & ECHO Jury  
Chair 2019



**Tarun Katial**

Chairperson 2016



**Manish Bhatia**

Chairperson 2017

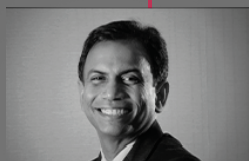
**Marketer  
of the Year  
Awards**

**Content Marketer  
Marketing  
Innovation**



**Gulshan Verma**

Chairperson 2015,2017



**Sanjay Tripathy**

Chairperson 2016



**Ajay Row**

Chairperson 2014-2015



**Deepali Naair**

Chairperson 2016



**Sandeep Nagpal**

Chairperson 2018-2019



**Vishal Chinchankar**

Program Chairperson, 2021



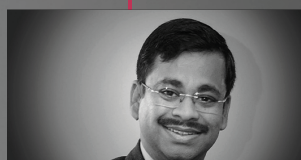
**Sam Balsara**

Jury Chairperson, 2021

**Marketing Influencer &  
DMA Trailblazer  
CMO Awards**



**CMO  
Choice Awards**



**Subhrangshu Neogi**

Chairperson 2015-2016



**Manish Dureja**

Chairperson 2017-2019, & Chair for  
Innovation Awards 2017

# Chief Evangelists



2012



2013



2014



2016



2017



2018



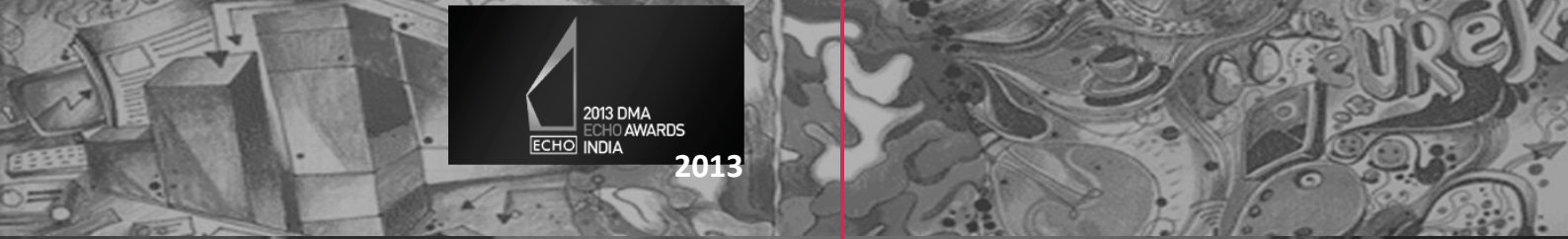
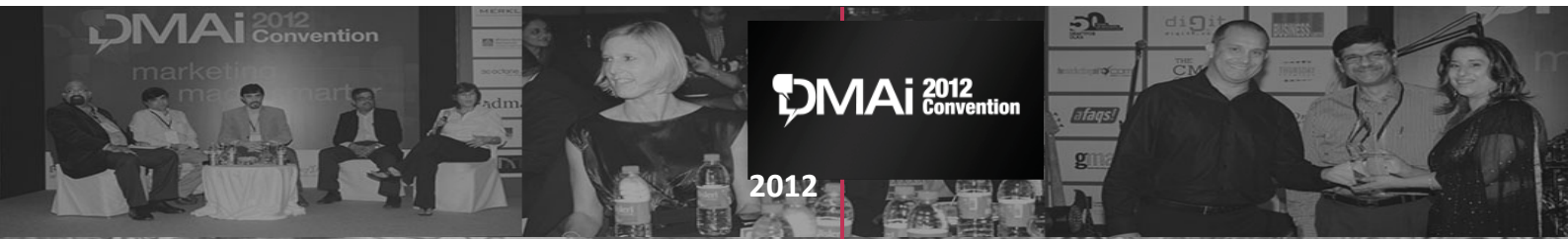
2020



2021



# Key Programs Rollout



# Driving Industry Excellence

Our year-long initiatives include recognition for top performing individuals, corporations, tools, and campaigns at our awards program, and valuable insights at our Brandmasters Breakfast briefings and Afterhours events. Plus, our commitment to self regulation through the DAA program ensures the protection of consumers and the integrity of your brand.



AdChoices

DMAasia  
**Brand Trail**

DMAasia  
Marketing  
**101**  
Playbooks

**BRANDMASTERS**  
After Hours



**DMA**  
asia

Ramesh Iyengar

IYENGAR'S Kaapi

*"We talk about, I'm not talking about cutting edge technologies. They talk about futuristic ideas, which suddenly becomes very present and that's I think, the greatest value of the DMA."*



# DMA TRAILBLAZER AWARDS 2023

DMAasia  
*Hall of Fame*  
2023

# Sparkies Awards 2023



# DMA ASIA ECHO CREATEFFECT AWARDS 2023

*"What I really like about DMA is it's single-minded commitment to the art and science of marketing."*

**Sridhar Ramanathan**

**Innovation Facilitator,  
Consultant, Coach**



#10

### AD CHOICES

Your online ads can get a boost with AdChoices program in India. Participate now to give consumers more control, transparency, and choice while staying compliant with industry standards.

#12

### ECHO

This is the marketing Oscars, with a focus on creativity, strategy, and results, originating from the USA in 1929.

#14

### CMO CHOICE

Uniting trust and excellence: The Awards recognise the most reliable partners in marketing services, advertising, and technology. Join us in celebrating!

#16

### TRAILBLAZER

A chance to join a new guard of success-makers who share knowledge and contribute to a better world. Be the change.

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### SPARKIES

Opportunity to exhibit brilliance in CX, SEO & Conversational Marketing; showcase mastery in campaigns & innovations.



Digital Advertising Alliance Asia & MiddleEast



Apki Digital Zindagi Ka Surakshakavach

## Unsurpassed Reach. Unmatched Impact.

Welcome to the DAA program for India, where we're all about protecting consumer privacy and bringing some pizzazz to the world of responsible advertising. We're the self-regulatory squad for interest-based advertising, helping companies in India shine while playing by the rules.

Our AdChoices program is the bee's knees in giving consumers control over their online data and ads. It's like a magic wand that lets them see what's been collected about them and grants them the power to opt-out of interest-based ads. But in India, the digital data protection regulations are still in draft form. So, we're here to give consumers the tools they need to take control of their online experiences, like a superhero utility belt.

For responsible online advertisers, participating in the DAAA program for India and displaying the AdChoices icon can show the world that you're committed to being transparent. You'll comply with industry standards, get access to helpful resources and tools, and collaborate with other industry experts to discuss the digital advertising ecosystem.

It's time to act! Participate in the DAAA and AdChoices program today to bring transparency and responsibility to interest-based online advertising. Don't let the opportunity fly by!

- 134 companies on WebChoices for desktop and mobile web
- 40+ companies on AppChoices for mobile apps
- Over 125 publicly announced enforcement actions
- Founded by 6 major industry associations in the USA with BBB National Programs' guidance

**DMA**  
asia

**Empowering  
Consumers.  
Elevating  
Standards.**



AdChoices  TM  
OPEN

- *Participate with thousands of leading brands for responsible advertising*
- *Reach 100+ million unique visitors on our sites*
- *Trillions of 'YourAdChoices' icons served globally each month*

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**CREATEEFFECT AWARDS 2023**

For Almost a Century.

# Embracing Boldness, Embodying Brilliance

As businesses race towards a more data-driven and digitally-inclined marketing strategy, the significance of analysing hard numbers to deliver insightful intelligence and actionable outcomes is highly regarded and celebrated. Moreover, businesses are recognising how comprehensive marketing intellect can amplify brand image and bottom lines in a captivating, expressive manner that yields game-changing market results.

While the world wakes up to this artful science of marketing, the International ECHO® Awards have been consistently ahead of the curve for 92 years. Managed globally by the ANA, the International ECHO® Awards have always commended remarkable strategy, innovation and outcomes. This makes the 'ECHO' one of the most desirable marketing awards in the world for its astute insight in recognizing work that is genuine, daring and bold.

The DMA Asia ECHO CREATEEFFECT Awards embody this philosophy and direction. Honouring brands, agencies, and individuals who have exceeded expectations to bring data-driven creativity to life with remarkable storytelling and exceptional work.

**Join the ranks. Be one of the daring.**



*Your pursuit of excellence in data-driven marketing is fueled by the DMAasia ECHO Awards, Evolving from the DMAi CREATEEFFECT awards in 2012.*



Embark on an ECHO Awards Journey:

# 7 Steps to Showcase Marketing Brilliance

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Every marketer dreams of making their mark on the industry, and the ECHO Awards offer the perfect platform to showcase their marketing brilliance. Here are the seven essential steps to submitting your campaign and claiming your place among the industry's finest.

## The Call to Adventure

Describe the challenge or opportunity that inspired your quest for marketing excellence. Share your story and provide the data and insights that fueled your passion and creativity.

## The Quest for Glory

Detail your campaign objectives, measurable goals, and KPIs. Show us how you set out to conquer new heights and measure your progress along the way.

## The Plan of Attack

Unpack your strategy, key decisions, targeting, channels, and engagement tactics. Share the inspiration that guided your choices and how you planned to achieve your goals.

## The Power of Knowledge

Dive into the data and share how you used it to fuel your creativity and make informed decisions that helped you stand out from the crowd.

## The Magic of Creativity

Illustrate your creative solution using content, imagery, and innovative techniques to bring your strategy to life and captivate your audience.

## The Triumph of Success

Share your data and results that prove your campaign's impact and changed behaviors or made a difference.

## The Legacy of Legend

Celebrate your achievements and the bold and daring spirit that drove you to greatness. Leave a lasting legacy and claim your place among the marketing legends. The ECHO Awards await, and adventure awaits!

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Embracing Marketing Excellence

## Discover Your Most Trusted Partners

Introducing the DMA CMO Choice Awards 2023, the ultimate industry standard that recognises the most reliable and trusted partners for marketing services, advertising agencies, technologies, and platforms that drive business ROI. Over the years, the DMA CMO Choice Awards have established themselves as the go-to source for unbiased insights into the marketing ecosystem.

In today's ever-evolving marketing landscape, staying ahead of the game is crucial for marketers. The CMO Choice Awards empowers marketing and advertising professionals with the tools and standards needed to make quick and efficient decisions. We understand the importance of working with the most trusted partners, and that's why we have created the first industry measurement standard for marketing and advertising services and technologies.

Our prestigious awards cut through the clutter of the marketplace to provide quick and easy access to industry-wide perspectives on the most trusted vendors and agencies. As the ultimate celebration of marketing excellence, the CMO Choice Awards 2023 offers valuable insights and recognises the most trustworthy partners for marketing services, advertising agencies, technologies, and platforms that drive business ROI.

As a CMO, don't miss your chance to be part of this exclusive community of marketing excellence. Submit your votes and join us in recognising the most reliable partners in the industry. Vendors and enablers, this is your opportunity to showcase your expertise and build your reputation as a trusted partner in the marketing ecosystem. Make sure to engage with the DMA CMO Choice Awards and highlight your unique value proposition to the industry's most influential decision-makers.



## Stay Ahead of the Curve

As a marketing or advertising professional, staying on top of the ever-evolving landscape is a must. With the CMO Choice Awards, you can streamline the process of discovering the right partners for your business. This objective review source empowers you with the tools and standards you need to arrive at decisions quickly and efficiently, with the support you require. With the CMO Choice Awards, you can ensure that your marketing game is always on point.

## Boost Your Business

Are you a marketing or advertising enabler looking to grow your business and expand your reach? The CMO Choice Awards 2023 offer you the perfect platform to showcase your services and stand out in a crowded marketplace. By participating in the awards, you can gain invaluable exposure, network with industry leaders, and gain insights into the latest trends and best practices. Join us at the CMO Choice Awards 2023 and take your business to new heights.

### ■ Celebrating Excellence

The CMO Choice Awards 2023 has 8 categories of services and supplies to the Marketing Ecosystem.

### ■ Categories

- Marketing Planning & Rollout
- Agencies
- Print Publications
- TV & Rich Media
- Other Advertising
- Marketing Systems Enablers
- IT Enabled Marketing Platforms
- Other Marketing & Advertising Function Enablers

### ■ Get Recognised

By participating in these categories, you can gain recognition and exposure for your services and stand out in a crowded marketplace.

*Join us in celebrating the best and brightest in marketing at the DMA CMO Choice Awards 2023. Be part of the community that sets the standard for excellence in marketing services, advertising agencies, technologies, and platforms that drive business ROI.*

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# DMA

## TRAILBLAZER

### AWARDS 2023

Beacons inspiring a new world

## Thankfully, Not the Old Boys Club.

Want to be a part of the good old boys club, where the only thing better than hoarding your success is hoarding your secrets? Look elsewhere.

The Trailblazers believe in sharing the secrets to success, not stashing them away like a dragon hoarding treasure, only for it to become a lifeless pile of riches. And it's not just to stroke our egos (although, let's be real, that's definitely a perk) but because we know that by sharing our formulas, we're not only inspiring the current generation but also creating opportunities for the next one. So join us, and let's flip the script on crony capitalism. Together, let's make success something that's shared, not hoarded. Book your seat now and get ready to be a part of the new guard, where success is for the betterment of mankind, not just for profit.

Winning a coveted award from the DMA Trailblazer Awards is not just about industry success; it's about making a difference in the world. By entering, you can showcase your efforts and best practices in driving positive change and making an impact in society. But true greatness is not just in achieving success; it's in sharing it with others; it's about being a trailblazer in more ways than one. By sharing your knowledge, you're not only inspiring others to follow in your footsteps but also contributing to the betterment of humanity. So, leave your mark, not just in your industry but in society as well.



**DMA**  
asia

**Vishal Chinchankar**

**Madison Digital**

*"The last edition was impactful. Excited to build on success and work with the fraternity to identify true trailblazers. Let's recognise those making a difference in their communities and beyond."*



**Key Dates**

Eligibility:  
1 Apr 2021-31 Mar 2023 ( 24 month period)  
Deadlines:  
Submission 30 Apr 2023  
Extended 15 May 2023  
Rush 2 Jun 2023

**Judging**

Kick-off TriCity meets  
Delhi- Tue 18 Apr 2023  
Mumbai- Wed 19 Apr 2023  
Bengaluru- Fri 21 Apr 2023  
Assessment- 10 Jun-18 Jun  
Final Round- Fri 23 Jun 2023  
Shortlists Announced- Tue 27 Jun 2023  
Awards Nite- Tue 11 Jul, Glocal Junction, Worli

**Forms & Fees**

Ready to rock the Trailblazer Awards? Good news: filling out the entry form is easier than matching the spirit of the greats. And guess what? Zero fees for individuals. Corporations pay small change for good cause.

Ask about gratis entries for DMA Brandmasters subscribers and AdChoices participants. Start your winning submission now!

**Entrant Concierge**

Nominate effortlessly! Our concierge team will guide you through registration and form filling. Focus on your trailblazing achievements, we'll handle the rest for you.

# Breaking Barriers:

We celebrate the movers and shakers who are breaking down barriers and paving the way for a better future. These trailblazers are not your average Joe, they are the masterminds behind innovative solutions and impactful actions that leave a lasting impact on their communities and beyond.

The judges are on the lookout for those with a visionary perspective who can identify unique opportunities for impact by conjuring up a clear and compelling vision for addressing problems. These visionaries are like wizards, casting spells of change and inspiring others to join in.

Innovation and creativity are the bread and butter of the trailblazers. They're not just thinking outside the box, they're smashing the box altogether and coming up with scalable, sustainable, and appropriate solutions for the target audience. These disruptive innovators are like magicians, conjuring up creative solutions that leave us all in awe.

The action catalysts are the ones who don't just talk the talk, but walk the walk. They're the ones who take their visions and turn them into reality by implementing their solutions and scaling up for greater impact. These action catalysts are like superheroes, swooping in to save the day and make a real difference in the world.

Lastly, the impact trailblazers are the ones who have left a mark on the world. The judges evaluate the impact that the candidate's solution has had on the people they serve. These impact trailblazers are like legends, blazing a trail towards a more sustainable and equitable world that we can all aspire to.

*DMA Trailblazer Awards*

*Light the way for future generations by sharing your success, creating opportunities, and making a positively epic impact on the world.*

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# Sparkies Awards

Spark the Conversation, Ignite Your Success

## Sparkies Awards 2023

Are you a marketing maverick with an unquenchable thirst for innovation and a knack for staying ahead of the curve? Then the Sparkies Awards 2023 are just the ticket for you!

Now in its second year, the Sparkies Awards celebrate the brave new ideas unlocked by the brightest and boldest minds in the world of search and conversational marketing. And with the constantly evolving landscape of AI and the new normal we find ourselves in, this year's awards are more important than ever.

We've added some exciting new categories this year, including CX, Conversational Marketing, and Modern SEO, which encompass everything from Chatbots to SMS to Email marketing. We're looking for marketers who are pushing the boundaries of what's possible, using technology and creativity to drive results and connect with customers in new and innovative ways.

But the Sparkies Awards are more than just a pat on the back for a job well done. They're a celebration of the hustle and the grind, the passion and the perseverance that it takes to succeed in today's fast-paced world. Winning a Sparkie isn't just a badge of honor - it's a statement that you're a force to be reckoned with in the world of marketing.

So if you're ready to unlock your brave new ideas and take your marketing game to the next level, join us in celebrating the best and brightest in the industry.

# Igniting Your Marketing Genius

Let's dive into the judging criteria and see how you can unleash your inner genius.

**Strategy:** Our jury of experts will scrutinize your strategic approach, evaluating how you answered challenges with research and measurement. We'll be looking for a variety of tools and tactics, tailored to your target audience. And, of course, we want to see how your campaign/project links with your overall corporate strategy. Don't just think outside the box, throw that box out the window and come up with something truly daring.

**Innovation/Creativity:** We want to see how you're pushing the boundaries of what's possible. Our jury will assess the degree to which your campaign/project is innovative compared to others in your industry/region. We want to see the latest models reflected in your planning and implementation stages. So, don't just walk to the beat of your own drum, create your own rhythm and watch the sparks fly!

**Implementation:** Our jury will evaluate the consistency and appropriateness of your tactics, tools, and channels. We're looking for a clear identification of milestones and KPIs, and a link between allocated resources and implementation. Think of it like building a rocket ship: every part must work together seamlessly, or it won't take off.

**Results & Effectiveness:** Here's where the rubber meets the road. Our jury will examine your results from every angle, considering share, share of voice, behavioral change, share of wallet, and sales. We want to see how your campaign/project solved the problem set by the strategy. We'll compare the allocation of budget and resources with the results and look for a clear progression along the campaign's funnel. Imagine a spark that starts a fire and builds into a blazing inferno!

So, if you're ready to ignite your marketing genius and take your game to the next level, enter the Sparkies Awards 2023. With new categories like CX, Conversational Marketing, and Modern SEO, there's never been a better time to show the world what you're made of. Don't just dare to be different; dare to be a Sparkie!



Siyarams X AGENCY09

Generating additional footfall for Siyaram's stores through enticing offer led communication.



MARUTI SUZUKI

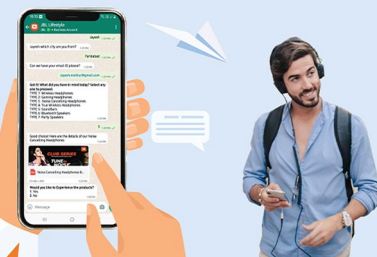
AGI HAKUHODO

MULTIFOLD ORGANIC TRAFFIC  
Growth Campaign



Your party companion on WhatsApp

JBL



review case studies and winners at [Brandtrail.in](http://Brandtrail.in)

#20

**HOF**

Legends stand immortal in the glare of time. here is where we honour them.

#22

**KNIGHTS**

The unyielding obsessions of our champions. Helming the mission for the greater good.

#24

**BRANDTRAIL**

Digital Domination with Authentic Insights. Killer Strategies & A Community of Peers

#25

**BRANDMASTERS CIRCLE**

Join an exclusive community of extraordinary marketers who refuse to settle for the status quo



**DMAasia**  
**Hall of Fame**  
2023

Legends stand immortal.

## DMA Legends Hall of Fame.

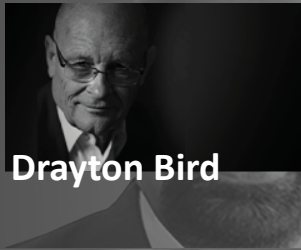
The DMA Legends Hall of Fame is a celebration of the most impactful and iconic professionals who have shaped the data-driven marketing and advertising industry in India. The Hall of Fame awards, formerly known as the Direct Marketing Association (DMA) India, evolved into the Data-Driven Marketing Association of India (DMAi) to recognise leaders who have been instrumental in navigating this dynamic industry through its various transformations.

The exclusive gathering of the DMAi Legends Hall of Fame honours exceptional professionals in the data-driven and digital marketing industry, building on DMAi's legacy as the driving force behind direct marketing in India and the DMA's focus on innovation and excellence in marketing and advertising. The honourees are recognised in four categories: brand-side marketer, agency leader, enabler ecosystem, and disruptor innovator.

The DMAi Legends Hall of Fame is not just another lifetime achievement award; it is reserved for accomplished and forward-thinking professionals who have revolutionised the industry. To be recognised as a DMAi Legends Hall of Fame inductee is the ultimate accolade in the field. Candidates are evaluated based on their groundbreaking contributions, visionary leadership, and unwavering commitment to innovation and excellence.

The honour is an invitation-only event reserved for the very best of the best. The DMAi Legends Hall of Fame is a testament to the recipients' unmatched achievements and contributions to the field and celebrates their unwavering commitment to innovation, excellence, and success. It is the epitome of exclusivity and aspiration, where legends stand immortal, honoured, and celebrated for their groundbreaking contributions.

*The DMAi Legends Hall of Fame pays tribute to the true legends of the industry, elevating these extraordinary minds in the data-driven and digital marketing landscape to a status where they stand immortal in the glare of time. They leave a legacy of innovation and excellence for future generations to follow.*



Drayton Bird



Ramesh Iyenger



Vivek Basrur

2012



2013



Winnifred Knight



R Sridhar



BS Nagesh



Ajay Row

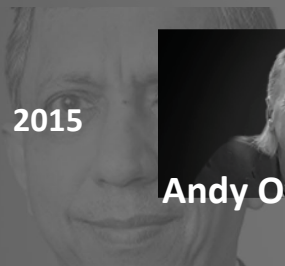


Rakshin Patel



Srikant Sastri

2014



2015



Andy Owen



Mala Swarup



Sanjiv Swarup



Ajay Chandwani

2017



2018

Lalit Kanodia



Shanks Seetharam



S Swaminathan

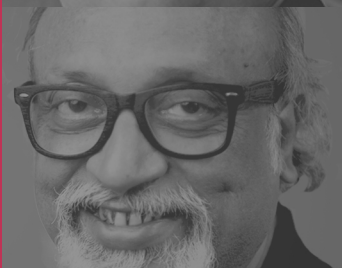


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Helming the mission for the greater good.

## The DMA Knight

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Are you ready to join the ranks of the marketing elite and become a DMA Knight? This prestigious recognition program commemorates the champions of the greater good in the marketing industry – those who tirelessly work towards keeping our fraternity united and updated through the DMA.

If you are a passionate marketer with unrelenting and altruistic efforts, then we want to hear from you. The DMA Knight Awards program celebrates those who have consistently made significant contributions towards the aims and objectives of the DMA, including evangelising the charter and cause of the DMA within their own organisation and beyond, providing advanced thinking and time, extending resources or networks, and undertaking direct execution responsibilities of DMA programs.

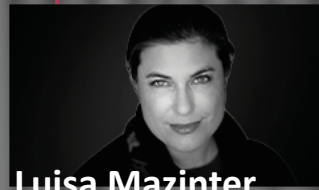
Past inductees include some of the most renowned names in the industry. And in 2017, we even announced a Young Knight honour for the first time, further cementing our commitment to recognising the brightest and most promising stars of the marketing world.

So what are you waiting for? Step forward for the larger good and become a DMA Knight. You never know; it might just be the stepping stone to the DMA Hall of Fame Award!

2014



Jodie Sangster



Luisa Mazinter



Michael Leander



Mandeep Sharma



Punit Modhgil



Ranjeet Nambiar



Venkat Mallik

2015

2016



Vikram Menon



Vivek Bhargava



Ankush Bhandari



Ravi Jaswani

Gulshan Verma



Virginia Sharma



Rajesh Kumar



2017

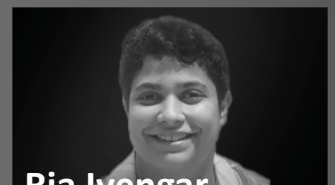
Manjunath KG



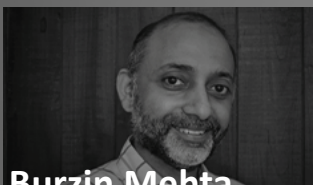
Vasanth Kumar



Ria Iyengar



Burzin Mehta



Deepali Naair



Karthi Marshan



Kaustubh Nande



2018

#20

**HOF**

Legends stand immortal in the glare of time. here is where we honour them.

#22

**KNIGHTS**

The unyielding obsessions of our champions. Helming the mission for the greater good.

#24

**BRANDTRAIL**

Digital Domination with Authentic Insights. Killer Strategies & A Community of Peers

#25

**BRANDMASTERS CIRCLE**

Join an exclusive community of extraordinary marketers who refuse to settle for the status quo

# DMAasia Brand Trail

Digital Domination with Authentic Insights

## Killer Strategies & A Community of Peers

Attention all young guns in the marketing and creative industries! The BrandTrail.in initiative and Marketing 101 Playbooks from DMA Brandmasters are your golden tickets to digital domination.

This cutting-edge program is the ultimate toolkit for any up-and-comer looking to make their mark in the wild world of digital advertising. From social media sorcery to SEO wizardry and beyond, we cover all the critical areas with authentic, actionable insights that cut through the clutter of misinformation like a hot knife through butter.

But that's not all, folks! Our Marketing 101 Playbooks are your secret weapons for creating killer marketing strategies and executing them flawlessly. With these bad boys in your arsenal, you'll be outshining the competition in no time.

And if you're a CMO looking for a platform to express yourself and exchange ideas with your peers, look no further than the BrandTrail.in initiative. We're all about cultivating a community of like-minded professionals who share a passion for innovation and creativity.

So don't be a wallflower, join the party and sign up for the BrandTrail.in initiative and get your hands on Marketing 101 Playbooks today!



*Get ready to rule the digital space like a pro! Don't miss out on the DMA Brandmasters' BrandTrail.in Initiative and Marketing 101 Playbooks - your ultimate arsenal of rarefied marketing knowledge and strategies. Join now to become a part of the exclusive community of creative geniuses and unleash your full potential!*





# BRANDMASTERS

Circle of Excellence

Are you ready to join an exclusive community of extraordinary marketers who refuse to settle for the status quo? Look no further than Brandmasters Briefings & Afterhours, the ultimate platform for cutting-edge insights, innovative ideas, and impactful discussions. So if you crave something more than the same old uninspired events, join us and step up your marketing game many notches. Request an invitation to join the most exclusive community of marketing leaders who are dedicated to unlocking the power of branding and marketing. Be part of something truly unique and surround yourself with the most inspiring minds in the industry at the BrandmastersCircle.



## Our events

They are not just about staying ahead of the game; they're about defining it. We bring together a limited number of the most daring, dynamic, and downright brilliant marketing leaders, all with a burning desire to connect, learn, and shape the future of marketing.

## Masterful Moves

This is not your typical marketing event - this is a super-exclusive gathering of marketing visionaries who are changing the face of marketing, one masterful move at a time. With our intimate events designed to drive meaningful connections, you'll have the power to impact your career and your brand.

## What's on offer?

Intimate events, cutting-edge insights, game-changing strategies, and the most inspiring minds in the industry.

# Unparalleled Value For Brandmasters

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*Join DMA Brandmasters program and discover unmatched value at a level that's meaningful to you. Our membership offers more benefits than any other, including access to award-winning programs, playbooks, and insights, as well as events and professional development opportunities. Plus, as a member of our community, you'll be at the forefront of driving business growth and positive societal change. Invest in your career and your industry with DMAasia community. The value is unparalleled.*

# DIGITAL PERSONAL DATA PROTECTION BILL, 2022 IS HERE.

ARE YOU READY ?

## A Global Framework for self-regulation for OBA.

The Digital Advertising Alliance's public-private cross-industry partnership works closely with regulators and policymakers to develop standards and best practices for the online advertising industry. We engage in continuous dialogue with members, policymakers and other stakeholders to create a unified framework for brand safety, advertising transparency and consumer privacy. Our program helps brands maintain trust with consumers while delivering results through increased transparency and choice. Write to us at [hello@brandmasters.in](mailto:hello@brandmasters.in) and ask how you can join in shaping the future.



*“Adopting the DAA Asia Program empowers CMOs and agencies to navigate the complex digital landscape, build consumer trust, and foster responsible data-driven marketing practices”*

**Supriya Thakral**

**Program Director - DAAA**

**DMA  
asia**



# Are you a beacon inspiring a new world?

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With the DMA Brandmasters program, take control of your professional journey, build a strong foundation for long-term business growth, and make a lasting impact.



**DMAasia**  
Knowledge that transforms

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