

12th



Marketing World Awards 2023



Celebrating
**BRANDS &
INDIVIDUALS**
THAT WORKED TIRELESSLY AND PASSIONATELY

mwa.themarketingworldmag.com

REWARDING EXCELLENCE & PROMOTING CREATIVITY

The logo features the word "About" in a black script font, the letters "MWA" in a bold, stylized font with a red-to-black gradient, and the year "2023" in a bold red font. These elements are centered within a circular frame composed of two interlocking loops, one red and one yellow, set against a background of red and white curved bands.

About

MWA

2023

Celebrating its 12th year, MarketingWorld Awards (MWA) recognises outstanding organisations and individuals, who have delivered superior products value to the market and exhibited excellence in upholding concrete marketing strategies, display uniqueness and innovativeness, among offerings, convey clear messages to its consumers, and driving distinctiveness.

MWA provides a unique premier platform for marketers communicators and agencies to showcase their creative excellence and successful strategies in sustaining their brands and clients.

The MarketingWorld Awards is guided by international Standards in the Judging and Award Processes, the awards are judged by an independent panel of marketing experts.

WHY YOU SHOULD PARTICIPATE



Networking with c-Level Executives in the marketing sector



Collaborations with industry players & stakeholders



Think outside the box and take your brand to the next level



Get the recognition you deserve: Industry recognition is a powerful inspiration.



Celebrate your brand success with your team



Enhance your reputation as an excellence driven company





WINNERS ON STAGE

Rewarding Exceptional organizations and inspiring individuals driving excellence in the marketing sector





The Award Night provides an exceptional opportunity for stakeholders to network, entertain clients and reinforce relationships with partners and reward staff with exceptional performance

Selfie Networking



Smile & Excitement





GLIMPSE OF PAST EDITIONS

MWA
Marketing World Awards





Glimpse of Past Editions



Glimpse of Past Editions



Logos of Past Winners





Award Categories

Insurance Brand of the Year
Financial Brand of the Year
Consumer Brand of the Year
Auto Brand of the Year
Public Sector Campaign of the Year
Most Innovative PR Campaign of the Year
Best Package Design Marketing Campaign of the Year
Brand Activation of the Year
National Branding Initiative Award
Best Customer Experience Brand of the Year
Innovative Marketing Research Agency of The Year
Innovative PR Agency of the Year
Innovative Outdoor Company of the Year
Regional Media Agency of the Year
Marketing Team of the Year Creative Agency of the Year
Digital Marketing Agency of the Year
Sales Team of the Year
Emerging Marketing Woman of the Year
Corporate Affairs Personality of the Year
Marketing Thought Leader Award
Marketing Personality of the Year
Customer Service Personality of the Year
Advertising Professional of the Year
PR Personality of the Year
Iconic Brand of the Year
Africa Luxury Hotel Brand of the Year
African Brand of the Year

Other **categories** can be viewed online

BE PART OF LARGEST REWARDING OF EXCELLENCE AND PROMOTING CREATIVITY

TWO
DAYS OF



CONNECTING



NETWORKING



REWARDING

OF EXCELLENCE



:: SIDE ATTRACTION ::

Nairobi National Park | Nairobi National Museum | Snake Park
and many more side attractions

