

BANGLADESH RETAIL AWARDS | 2021

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Bangladesh Retail Awards 2021 will recognize the organizations and initiatives modernizing retail in the digital age. This program will honor retailers who have best responded to changing consumer habits during unprecedented times by tailoring experiences, producing standout campaigns and closing the gap between the physical and digital worlds.

- Best Acquisition Strategy
- Best Ecommerce Platform (B2B)
- Best Ecommerce Platform (B2C)
- Best Innovation in Payment Solution
- Best Innovation in POP Merchandising
- Best Instore Design
 - a. Specialized
 - b. General
- Best Loyalty Campaign
- Best Retail Activation
- Best Retail Campaign
- Best Retail Organization of the Year
- Best Retail Startup
- Best Retailer
 - a. Automotive
 - b. Banks
 - c. Café
 - d. Electronics
 - e. Fashion & Apparels
 - f. Footwear
 - g. Furniture
 - h. Jewelry
 - i. Mobile
 - j. Restaurants
 - k. Lifestyle
 - l. Others
- Best Use of Technology
- Innovation in Last Mile Distribution
- Most Admired Retailer-New Market Penetration
- Most Sustainable Retail Initiative

Best Acquisition Strategy

Awarding an acquisition strategy that has successfully achieved the goals set for the business/organization.

Best Ecommerce Platform (B2B)

Awarding the retailer (B2B), with the most seamless e-commerce experience.

Best Ecommerce Platform (B2C)

Awarding the retailer (B2C), providing the most seamless e-commerce experience.

Best Innovation in Payment Solution

Most innovative approach adopted by an organization for payment solutions.

Best Innovation in POP Merchandising

Awarded to the retailer who has showcased innovative and new approach in POP Merchandising.

Best Instore Design

Awarding the retailer for exceptional instore branding which has made the customer feel special and also has eased the customer journey and ensured great environment.

- a. Specialized
- b. General

Best Loyalty Campaign

Awarded to the campaign, through which organizations have ensured a good rate of retention of their existing customer base.

Best Retail Activation

Awarded to the campaign, which has met all the activation objectives and brought extraordinary results for the business.

Best Retail Campaign

Awarded to the campaign, which has met all the pre-set campaign goals and has ensured a positive graph for the business.

Best Retail Organization of the Year

Awarding the retailer who has most successfully navigated changing market forces to maintain a successful brand and business.

Best Retail Startup

Awarding the startup company, who has most effectively changed the way customers shop and discover their brand(s).

Best Retailer

Awarded to retailers for their remarkable growth/impact in the following arenas:

- a. Automotive
- b. Banks
- c. Café
- d. Electronics
- e. Fashion & Apparels
- f. Footwear
- g. Furniture
- h. Jewelry
- i. Mobile
- j. Restaurants
- k. Lifestyle
- l. Others

Best Use of Technology

Awarding a retailer whose use of new technology has most significantly enhanced the customer experience.

Innovation in Last Mile Distribution

Awarded to the retailer, who has ensured speedy, efficient and reliable last mile delivery through innovation.

Most Admired Retailer-New Market Penetration

Awarded to retailer, who has proven track record of providing exceptional customer service and also has set a remarkable standard for the industry.

Most Sustainable Retail Initiative

Awarding the retailer who, through proven initiatives, which is the most socially or sustainably responsible to the society.

TIMELINE

Call for Nomination	September 09, 2021
Nomination Deadline Extended	September 30, 2021
Nomination Shortlisting	October 02, 2021
Grand Jury Session	October 06, 2021
Bangladesh Retail Awards 2021	October 17, 2021 (Sunday)



NOMINATION RULES & SUBMISSION GUIDELINES

1. Each participating agency/organization can nominate as many entries in as many categories as they prefer.
2. Each entry can be nominated in more than one category; in which case, the same entry in an additional category will be treated as an additional entry and charged accordingly.
3. All entries for Bangladesh Retail Awards 2021 must be submitted through the Online Platform. Organizations will have to fill all the necessary fields in the mentioned form with adequate information.

Please attach all the necessary content materials in google drive and share the link in the online form. The google drive link must include the following:

- a. A PowerPoint Presentation based on a given template
 - b. Supporting Images of the entry (Maximum 3 High-Resolution Images)
 - c. No Objection Certificate (NOC) (Must be signed/sealed by the owner of the campaign/strategy)
 - d. The results mentioned should have definite proof.
4. Each entry must be submitted in the following manner (as applicable):
 - No need to share any hard copy of the document unless required or asked for.
 - Please share the original campaign links. For instance, if the entry is website based, the site address must be shared in the presentation.
 - Each entry may be accompanied by a brief power-point presentation of the campaign. Word limits will be strictly followed.
 5. Agencies must confirm & acquire "no objection certification" from the concerned client for the respective entry before submitting.
 6. All results of submitted campaigns must be verified through an NOC from the client end; other supporting reports & documents of the campaign result must be submitted along with the entry.
 7. Clients and agencies cannot nominate the same entry in the same category. But may nominate the same entry in different categories (without causing redundancy).
 1. Once submitted, an entry cannot be withdrawn.
 2. Any incomplete nomination form will be disqualified.
 3. Please submit your entries by no later than September 30, 2021 (Thursday).
 4. Submission Fees of BDT 12,500 + 15% VAT (for each entry) shall be paid along with each entry with an A/C payee cheque in favor of "Brandzeal" at Bangladesh Brand Forum office/ if the organization wishes to make the payments online, the necessary system is already developed and incorporated in our online platform.
 5. In case of any confusion regarding any category/details of the Bangladesh Retail Awards, please contact the organizer.
 6. An entry may be disqualified by the Bangladesh Retail Awards authority if any of the above guidelines are not followed.
 7. Each entry will be evaluated by the judges on criteria set by the award authority.
 8. Decisions taken by the Jury Panels in the evaluation process will be as final.

For any further query and submission detail please contact:

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