

# THE 2020 AMI MARKETING EXCELLENCE SHOWCASE

Promoting Marketing Excellence • Recognise | Experience | Celebrate



AMI AWARDS FOR MARKETING EXCELLENCE



AMI 2020 Awards for Marketing Excellence Categories		
1	Acquisition Marketing	
2	Brand Revitalisation	
3	Content Marketing	
4	Creativity in Brand, Product or Service Marketing	
5	Customer Experience Management Strategy	
6	Event or Brand Experience	
7	Insight Driven Marketing	
8	Integrated Marketing Communications Program	
9	Loyalty and Retention	
10	Market and Consumer Research	
11	Not for Profit Marketing	
12	Product or Service Revitalisation	
13	Public Sector Marketing	
14	Small Budget Marketing	
15	Social Change Marketing	
16	Social Media Marketing	
17	Sponsorship Effectiveness	
18	Student Achievement	
<b>Special Categories:</b>		
1	Certified Practicing Marketer of the Year	
2	Chief Marketing Officer of the Year	
3	Emerging Marketer of the Year	
4	Future Leader of the Year	
5	Marketing Agency of the Year	
6	Marketing Campaign of the Year	
7	Marketing Team of the Year	
8	Sir Charles McGrath Award	

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## Judging

Categories are open to both B2C and B2B entrants. Judges will consider the merits of each entry taking into consideration that metrics and success factors differ between B2C and B2B marketing programs. Judges will consider the linkage between strategy, execution and outcomes achieved.

Each nomination will be judged against the following criteria (IN ALL CATEGORIES):

- The extent to which the person, team or project has reflected the intent expressed in the category descriptor
- That entries show a clear alignment between the situational analysis, strategy, actions undertaken and outcomes achieved (against set goals and objectives). Judges will allocate scores across these dimensions.
- Evidence of commercial benefits to business and / or social impact: for example, the return on marketing expenditure and / or degree of social change
- Actionability of results, including clarity of recommendations, relevance and feasibility of marketing initiatives

### 1. Acquisition Marketing

This category recognises marketing excellence in marketing programs and campaigns directed at acquiring new customers (both individual and/or corporate).

The award will be given to the submission that clearly demonstrates the effective use of marketing techniques with originality and creativity of approach in acquiring target consumers.

Submissions should demonstrate:

- The linkage between the use of insight (research and analytics) to support the targeting of prospective customers
- The strategy devised/deployed and the innovative use of marketing techniques to support the execution of the acquisition program
- The metrics and outcomes achieved (e.g. cost per acquisition, value attributed per customer)

### 2. Brand Revitalisation

This category recognises marketing excellence in revitalising an existing brand.

The award will be given to the submission that best demonstrates improved brand equity resulting from the process of revitalisation.

Submissions should demonstrate:

- A sound linkage between the brand 'challenges' (reason for the need to revitalise the brand)
- Strategy development, execution of the brand revitalisation program elements
- Outcomes achieved (against pre-determined KPI's)

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AMI AWARDS FOR MARKETING EXCELLENCE



## 3. Content Marketing

This category recognises strategic approaches to creating, publishing and distributing content for a targeted audience(s) online or traditional methods (eg mail). Its purpose is to educate and stimulate interest in the organisation's products or services. Additionally, to build relationships, connect with audiences and create a sense of community.

Submissions should demonstrate:

- How relevance of content was determined
- Originality in content and distribution to ensure cut through
- An ability to attract, acquire, retain and engage a clearly defined target audience
- Results against pre-determined metrics and KPI's

## 4. Creativity in Brand, Product or Service Marketing

This category recognises outstanding creativity in the marketing of brands, products or services (new or extensions).

The award will be given to the submission that demonstrates superior creativity in addressing a defined situation (e.g. a cluttered or difficult market or category) to deliver market cut-through.

Submissions will need to demonstrate:

- A solid understanding of the challenge they addressed
- How this has influenced the creative approach adopted
- Evidence that the program or campaign has delivered the forecast/projected results

## 5. Customer Experience Management Strategy

This category recognises the in-depth knowledge required to underpin programs and initiatives that deliver exceptional customer experience outcomes.

The award will be given to the submission that demonstrates a superior understanding of the elements that contribute to delivering outstanding customer experiences. In particular, how marketing contributed to the overall organisational approach to managing customer experiences (as part of an integrated approach).

Submissions should demonstrate:

- The marketing considerations that contribute to an informed and integrated approach to delivering relevant and consistent customer experiences
- The effectiveness of the customer experience program has been measured

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AMI AWARDS FOR MARKETING EXCELLENCE



## 6. Event or Brand Experience

This category recognises excellence in the use of events as part of the organisations overall experiential marketing.

Events may be stand alone, conferences/exhibitions, stand alone activations or activation/exhibitions within a larger event or series of events.

Submissions should demonstrate:

- A sound understanding of the role of event marketing in the context of experiential marketing (and the fit within the overall marketing mix)
- How the event engaged with the target audience with the goal of deriving a particular or stated outcome
- What innovative activity was deployed to achieve targeted outcomes
- Results against pre-determined metrics and KPI's

## 7. Insight Driven Marketing

This category recognises how insights have been used to inform marketing strategy and drive the execution of marketing campaigns.

Submissions should demonstrate:

- How the data highlighted the issue or opportunity
- How insights from the analysis have been used to develop a marketing strategy
- How the insight impacted the effectiveness of the marketing campaign
- Outcomes achieved (against pre-determined KPI's)

## 8. Integrated Marketing Communications Program

This category recognises excellence in the implementation of an integrated marketing communications program (B2C or B2B).

The award will be given to the submission that best demonstrates the ability to use different marketing communication elements in an integrated manner to achieve the pre-determined program outcomes.

Submissions should demonstrate:

- Effective brand positioning leveraged through the creation and implementation of integrated marketing communications strategies
- Engagement between a brand and the consumer/customer
- Clear and measurable outcomes

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AMI AWARDS FOR MARKETING EXCELLENCE



## 9. Loyalty and Retention

This category recognises the best use of integrated loyalty and retention building strategies, demonstrating originality in approach to techniques and practices to retain existing customers, corporate clients and/or members and grow existing customer value.

Submissions should demonstrate:

- Linkage between the use of insights and strategy development
- Innovative use of marketing techniques to support execution
- Metrics and outcomes achieved, including:
  - Program expenditure costs
  - Retention rates
  - Revenue per person retained

## 10. Market and Consumer Research

This category recognises a depth of understanding of the market place, markets and the consumers relative to the entrant's organisation.

The award will be given to the submission that best demonstrates:

- Effective use of research, database analytics or information analysis
- Interpretation to inform marketing strategy and business decision making

## 11. Not for Profit Marketing

This category recognises marketing excellence in campaigns for not for profit organisations.

The award will be given to the submission that best demonstrates an ability to deliver outstanding service benefits to its beneficiaries, promote and raise its cause, offer clear goals and strategy, and provide a tangible and lasting effect.

Submissions should demonstrate:

- The scale of the challenge
- The strategy deployed
- The elements used to deliver the strategy
- Value delivered to the NFP cause or organisation

## 12. Product or Service Revitalisation

This category recognises outstanding product and/or service marketing innovation, modernisations, enhancements or improvements.

The award will be given to the submission that best demonstrates an ability to maintain competitive advantage and/or maximise shareholder value through the revitalisation of a single product or service or category/line of products or services.

Submissions should demonstrate:

- Clarity around the rationale for revitalisation
- The strategy deployed (and the basis on which it was devised)

# THE 2020 AMI MARKETING EXCELLENCE SHOWCASE

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AMI AWARDS FOR MARKETING EXCELLENCE



- Measurable results achieved against pre-determined KPI's

## 13. Public Sector Marketing

This category recognises marketing excellence in campaigns delivered by or for the public sector.

The award will be given to the submission that best demonstrates effective use of marketing elements such as community insights, brand development, communications, campaign planning and measurement.

Submissions should demonstrate:

- Particular (unique) challenges presented by the public sector
- How these were overcome in developing and implementing the marketing program
- How well it performed (against a set of pre-determined metrics and KPI's)

## 14. Small Budget Marketing

This category recognises business success achieved within a limited marketing budget.

The award will be given to the submission that demonstrates proven positive outcomes for a brand with a total marketing budget of less than \$50,000 and for an organisation with a turnover of up to \$5 million p.a.

Submissions should demonstrate:

- Creativity in development and execution of the marketing strategy
- How originality/innovation was deployed
- Return on expenditure achieved

## 15. Social Change Marketing

This category recognises how marketing concepts, frameworks and techniques developed for commercial marketers are adapted to influence behaviour change at a societal level.

The award will be given to the submission that best demonstrates how a particular societal issue has been influenced by a well informed integrated marketing program. This category is open to pro bono providers as well as commercial organisations.

Submissions should demonstrate:

- How a systematic scoping was undertaken to ensure that the social issue and a range of interventional options were properly considered prior to the development of social marketing change program
- How originality of approach lead to the achievement of measurable outcomes for the organisation, target audience and the community

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Promoting Marketing Excellence • Recognise | Experience | Celebrate



AMI AWARDS FOR MARKETING EXCELLENCE



## 16. Social Media Marketing

This category recognises marketing excellence through the use of social media (including networking websites) as a marketing tool.

The award will be given to the submission that best demonstrates how social media channels were leveraged and how engaging and unique content was developed and deployed for users to share with their social network.

Submissions should demonstrate:

- How the strategy contributed to the intended outcomes, including increasing brand exposure, market and consumer engagement and broader customer reach
- Overall ROI

## 17. Sponsorship Effectiveness

This category recognises marketing excellence in sponsorship as a significant element of the overall marketing communications mix.

The award will be given to the submission that best demonstrates how sponsorship has been successfully used as an integrated element of an overall marketing program.

Submissions should demonstrate:

- Leveraging the sponsorship's opportunity to create value for both the organisation and consumers in a way that reinforces the brand
- How sponsorship has been used as an enabler of the organisation's broader strategies
- Performance against predetermined metrics and KPIs

## 18. Student Achievement

The category is open to marketing students at tertiary level. It recognises significant achievements by the student as part of their academic studies.

This will be in the form of a specific practical marketing project which demonstrates the use of the key elements of marketing strategy and its execution. The entrant should seek endorsement from their respective tertiary institution - subject lecturer/tutor.

Submissions should:

- Be completed by individual or up to a group of 3 students
- Outline the assignment brief or criteria of the project
- Response to the assignment brief/criteria
- Letter of reference from lecturer/tutor

# THE 2020 AMI MARKETING EXCELLENCE SHOWCASE

Promoting Marketing Excellence • Recognise | Experience | Celebrate



AMI AWARDS FOR MARKETING EXCELLENCE



## Special Categories:

### 1. Certified Practicing Marketer of the Year

The Certified Practicing Marketer (CPM) of the Year was established to recognise the position of the CPM program and to recognise the contributions of an outstanding CPM.

Self-nominations and nominations permitted.

These contributions might include playing a significant role in the marketing industry, development of marketing theory and practice or contributions to the professional status and recognition of marketing.

Submissions should include:

- Introduction of yourself (up to 200 words)
- Contributions to the marketing industry (500 – 1000 words)
- Outline the value you derive from being a CPM
- Reference

The past winners		
2019: Ric Navarro	2018: Nicola Hepenstall	2017: John Clay
2016: Nicole Jenkins	2015: Caroline Patrick	2014: Nick Baker
2013: Simon McDowell	2012: John Sintras	2011: David Redhill
2010: Ken Roberts	2009: John Thompson	2008: Tara Lordsmith
2007: Graeme Chipp	2006: Nick Rodd	2005: Don Richter
2004: Iggy Pintado		

### 2. Chief Marketing Officer of the Year

The CMO of the Year is awarded to one of the top marketers within an organization with responsibility for the vision and strategy of the whole company marketing function.

Self-nominations and nominations permitted.

Submissions should demonstrate along with overall marketing excellence:

- Introduction of yourself (200 words)
- Business contribution and innovation
- Modern marketing and customer engagement thinking and effectiveness

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Promoting Marketing Excellence • Recognise | Experience | Celebrate



AMI AWARDS FOR MARKETING EXCELLENCE



- Data and/or technology driven approach
- Empowered and long-term thinking
- High level of creativity
- Reference (internal or external)

## The past winners

2019: Fabian Marrone

2018: Lisa Ronson

2017: Vanessa Lyons

### 3. Emerging Marketers of the Year

This category recognises the professional and personal growth of mentees in the AMI Emerging Marketers Mentoring Program.

Submissions are open to mentees of the 2019 program.

Nominees should include (500 - 1,000 words):

- What their objectives for joining the program were
- Indicate if these objectives were met
- Demonstrate how they have grown as a marketer resulting from the program
- Insights into the future of the marketing industry
- Reference letter from mentor
- Biography (200 words)

### 4. Future Leader of the Year

Inaugurated in 2013, the Award promotes the critical role future leaders will play in advancing individuals and organisations and recognizes excellence in leadership qualities.

Self-nominations and nominations permitted.

Nominees must be 30 years of age or under as at 30 June 2020, employed in a full-time marketing role or a company owner with 2-6 years work experience.

Nominees must submit:

- 500 - 1,000 word submission to be provided on the topic:  
What do you see as the hallmarks of a good leader?
- Illustration of leadership qualities
- Marketing trends for the next 5 years
- A personal biography, including; academic achievements and career highlights
- Involvement in voluntary community or professional endeavours
- Recommendation from your Manager/CEO/CMO

Successful nominations will proceed to a panel interview - this will take place via video conference.

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AMI AWARDS FOR MARKETING EXCELLENCE



The past winners		
2019: Akshay Sardana	2018: Chrissie Maus	2017: Michael Laps
2016: Rosie Anderson		

## 5. Marketing Agency of the Year

This category acknowledges the critical role agencies play in advancing the Australian marketing profession, recognising ideals and practices that make them outstanding.

The nominees should demonstrate:

- Their approach to finding and developing great people from within or outside the industry
- Insight and foresight: spotting trends and the skills needed to advance client results
- Customer service
- Understanding and executing client requirements
- Innovative approaches to client problem
- Ethical practices
- Responsibility around outcomes and how this is shared between the agency and the client
- Reference from client

The past winners		
2019: ntegrity	2018: Braveda	

## 6. Marketing Team of The Year

This category is about recognizing the in-house marketing team that has demonstrated value for the unique talents and skills of each team member and how the team utilises diverse skill sets, ways of thinking/idea generation and effective problem solving techniques.

Nominee teams should demonstrate:

- Evidence of team development
- Sound team dynamics eg leadership, diversity, communication
- Structure and processes
- Culture
- Marketing team execution of the brand, product or service strategy against ROI and growth KPI's
- Commercial value delivered and improved brand, product or service equity contributed by the implementation of the marketing team's strategy

# THE 2020 AMI MARKETING EXCELLENCE SHOWCASE

Promoting Marketing Excellence • Recognise | Experience | Celebrate



AMI AWARDS FOR MARKETING EXCELLENCE



The past winners		
2019: EY Brand, Marketing & Communications Team	2018: Tourism Australia	2017: Curtin University
2016: Taylors Wines		

## 7. Sir Charles McGrath Award

Sir Charles McGrath had a distinguished record as a leading Melbourne and Australian industrialist, most notably as chairman of Repco, which was one of the catalysts for Pacific Dunlop. He was knighted for his services to industry and export.

Since 1976, the Sir Charles McGrath Award has been presented to those who have made the most significant contribution to the field of marketing through sound business practice, development of the marketing profession, or wider industry achievements.

The past winners		
2019: Christine Holgate	2018: Mark Ritson	2017: Andrew Baxter
2016: Holly Kramer	2015: Launa Inman	2014: Lorna Jane Clarkson
2013: Harold Mitchell AC	2012: Bernie Brookes	2011: John Roberts
2010: Ian Alwill	2009: Tony Palmer	2008: Justin Milne
2007: Gail Kelly	2006: Mark G. Smith	2005: Trevor Amery
2004: Graham Turner	2003: Roger Corbett	2002: Geoff Dixon
2001: Maureen Plavsic	2000: Kevin Luscombe AO	1999: Michael Gudinski
1998: Robert Gerard	1996: Bob Copp	1995: Neville Fielke
1994: Stephen Couche	1993: Bob Miller	1992: Paul Simons
1991: James Strong	1990: Rod Mewing	1989: Peter Cottrel
1988: Peter Bartels	1987: Dean Wills	1986: Will Bailey

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Promoting Marketing Excellence • Recognise | Experience | Celebrate



AMI AWARDS FOR MARKETING EXCELLENCE



1985: Hector Crawford	1984: Maggie Taberer	1983: Don Hughes
1982: E. Stanley Owens CBE	1981: Frank Bannigan	1980: BS (Bib) Stillwell
1979: Robert Ansett	1978: Harry M. Miller	1977: Douglas Clark JP
1976: Sir Albert Jennings		

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Promoting Marketing Excellence • Recognise | Experience | Celebrate



AMI AWARDS FOR MARKETING EXCELLENCE



## 8. Marketing Campaign of the Year

This category is about recognising the overall 2020 Campaign of The Year from the winners of 17 Campaign Categories (Student Achievement not eligible).

The overall winner would have demonstrated along with overall marketing excellence:

- Clear understanding of the Marketing issues faced by a brand, product or service
- Insights and understanding of consumer or customer opportunities for a brand, product or service
- Marketing team execution of the brand, product or service strategy against ROI and growth KPI's
- Commercial value delivered and improved brand, product or service equity contributed by the Implementation of the Marketing Campaign

The past winners		
2019: Wise Employment & Integrity	2018: Mater Education	2017: Robina Town Centre & Bureau of Meteorology
2016: Meat & Livestock & Australia University of Melbourne		