

AMI 2021 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	
Special Categories:		
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	

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

The judges will be looking for submissions that clearly demonstrate the effective use of marketing techniques with originality and creativity of approach in acquiring target consumers.

Submissions should address:

- The key drivers for the acquisition program
- The linkage between the use of insight (research and analytics) to support the targeting of prospective customers or members
- The strategy devised/deployed and the innovative use of marketing techniques to support the execution of the acquisition program
- Results/effectiveness against pre-determined metrics and KPI's

2. Brand Revitalisation

This category recognises marketing excellence in revitalising an existing brand.

The judges will be looking for submissions that best demonstrate improved brand positioning and equity resulting from the process of brand revitalisation. Specifically, the role that marketing played in the overall revitalisation of the brand compared to the rest of the organisation or overall strategy.

Submissions should address:

- A sound linkage between the brand revitalisation drivers and challenges (the rationale for the need to revitalise the brand)
- Strategy development (demonstrating the use of market and customer research and analytics to inform the strategy)
- Execution of the brand revitalisation program elements, including innovative creative methods and approaches

- Results/effectiveness against pre-determined metrics and KPI's

3. Content Marketing

This category recognises strategic approaches to creating, publishing and distributing content for targeted audiences in online or traditional methods.

The judges will be looking for submissions whose purpose is to educate and stimulate interest in the organisation's products or services or to build relationships to connect with audiences and create a sense of community.

Submissions should address:

- 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 judges will be looking for submissions that demonstrate superior creativity in addressing a defined situation or challenge to deliver market cut-through.

Submissions should address:

- A solid understanding of the situation or challenge they addressed
- How the situation or challenge influenced the creative approach adopted
- Outline of the marketing strategy and reasons on the chosen strategy
- Results/effectiveness against pre-determined metrics and KPI's

5. Customer Experience Marketing

This category recognises the role marketing plays in supporting and delivering exceptional customer experiences.

The judges will be looking for submissions that demonstrate a superior understanding of the elements that contribute to delivering outstanding customer experiences and how marketing contributed to the overall organisational approach to managing customer experiences.

Submissions should address:

- The key driver for the CX marketing program and the linkage to the overall organisational approach
- The strategy development process (use of customer insights to inform the strategy and how the strategy addressed the CX challenges being faced)
- Execution of the CX marketing program elements, including innovative creative methods and approaches
- Results/effectiveness against pre-determined metrics and KPI's

6. Event or Experiential Marketing

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

Judges will be looking for submissions that demonstrate a sound understanding of the role of event marketing in the context of experiential marketing and the fit within the overall marketing mix.

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

Submissions should address:

- 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
- The role of event marketing within the overall marketing strategy
- Results/effectiveness against pre-determined metrics and KPI's

7. Insight Driven Marketing

This category recognises the effective use of market, consumer and customer insight to identify and inform the development of marketing strategy.

Judges will be looking for submissions that demonstrate how research and data analytics have been used in the formation of marketing strategy and the execution of a marketing campaign.

Submissions should address:

- 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
- Results/effectiveness against pre-determined metrics and KPI's

8. Integrated Marketing Communications Program

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

Judges will be looking for submissions that demonstrate the ability to use different marketing communication elements in an integrated manner to achieve the pre-determined program outcomes.

Submissions should address:

- Effective use of marketing communication methods and channels to achieve stated outcomes
- How insight was used to support the development and implementation of the communications strategy or program.
- How the communications strategy integrates with the overall marketing strategy or program strategy
- Results/effectiveness against pre-determined metrics and KPI's

9. Loyalty and Retention

This category recognises the best use of integrated marketing strategies and programs to drive customer or member retention and build loyalty and advocacy.

Judges will be looking for submissions that demonstrate originality in approach to techniques and practices to retain existing customers, corporate clients and/or members and grow existing customer value.

Submissions should address:

- The rationale for retention/loyalty strategy or program
- Linkage between the use of research and data analytics to inform the strategy development
- Innovative use of marketing techniques to support strategy deployment
- Results/effectiveness against pre-determined metrics and KPI's, including:
 - Program expenditure costs
 - Retention rates
 - Revenue per person retained

10. Market and Consumer Research

This category recognises the effective use of market and consumer research and/or customer analytics to uncover or qualify a challenge or opportunity for marketing or the wider organisation.

Judges will be looking for submissions that demonstrate a depth of understanding in the research and insight techniques and how the findings have been used to inform an organisational or marketing specific challenge or opportunity.

Submissions should address:

- Effective use of research, database analytics or information analysis
- How the interpretation was used to inform organisational and/or marketing strategy and business decision making
- Results/effectiveness against pre-determined metrics and KPI's

11. Not for Profit Marketing

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

Judges will be looking for submissions that demonstrate how NFP or cause related marketing has delivered outstanding results for the organisation or specific cause.

Submissions should address:

- Particular (unique) challenges or constraints faced in developing or executing the marketing strategy or program
- How insights were used to inform the development of the strategy or marketing program
- The elements used to in executing the strategy, including any innovative approaches adopted
- Results/effectiveness against pre-determined metrics and KPI's

12. Product or Service Revitalisation

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

Judges will be looking for submissions that demonstrate an ability to maintain competitive advantage and/or maximise organisational value through the revitalisation of a single product or service or category/line of products or services.

Submissions should address:

- Clarity around the rationale for revitalisation
- The use of insights to inform the strategy development
- The key elements deployed in the revitalisation process – how marketing worked with the wider organisation to deliver the targeted outcomes
- Results/effectiveness against pre-determined metrics and KPI's

13. Public Sector Marketing

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

Judges will be looking for submissions that demonstrate the effective use of marketing elements such as community insights, brand development, communications, campaign planning and measurement.

The public sector covers all levels of government and government-controlled enterprises. It does not include private companies and voluntary organisations.

Submissions should address:

- Particular (unique) challenges presented by the public sector that needed to be addressed by the marketing strategy or program
- Insights used to inform the strategy or program
- Marketing methods and techniques used in the implementation of the strategy or program
- Results/effectiveness against pre-determined metrics and KPI's

14. Small Budget Marketing

This category recognises business success achieved within a limited marketing budget of less than \$50,000 (for a specific marketing program) and for an organisation with a turnover of up to \$5 million p.a.

Judges will be looking for submissions that demonstrate a proven positive outcome for a marketing program delivered using a small budget.

Submissions should address:

- The rationale of the marketing program
- Creativity in development and execution of the marketing strategy
- How the limitations of a small budget were overcome
- Results/effectiveness against pre-determined metrics and KPI's

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.

Judges will be looking for submissions that demonstrate 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 NFP or commercial organisations.

Submissions should address:

- How scoping was undertaken to ensure that the social issue and range of interventional options were properly considered prior to the development of a marketing program
- How the social change marketing strategy integrated with the overall strategy
- Effectiveness of program or campaign execution (taking into consideration originality of approach to the target audience/community)
- Results/effectiveness against pre-determined metrics and KPI's

16. Social Media Marketing

This category recognises excellence through the use of social media and digital networking as a marketing tool.

Judges will be looking for submissions that demonstrate 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 address:

- How the development of the social media strategy was informed (including which channels to reach target audiences and why?) and the fit and role within the overall marketing strategy
- An understanding on social media channels and how they were deployed to meet the requirements of the social media program or campaign
- Results/effectiveness against pre-determined metrics and KPI's

17. Sponsorship Effectiveness

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

Judges will be looking for submissions that demonstrate how sponsorship has been successfully used as an integrated element of an overall marketing program.

Submissions should address:

- The approach to identifying a potential sponsor and its 'fit' with the organisation, taking into consideration ethics and ethos
- The role of sponsorship within the overall marketing strategy for the business
- How the sponsorship was leveraged to create value for the sponsor, organisation and consumer
- Results/effectiveness against pre-determined metrics and KPI's

18. Student Achievement

The category recognises a significant achievement by an individual student or a student group as part of their academic studies.

The judges will be looking for an actual project that the student has completed in the course of their study. This will need to demonstrate how the overall marketing strategy was devised and how the use of key elements of the marketing mix were deployed in its execution.

The category is open to marketing students at tertiary level. The entrant should seek endorsement from their respective tertiary institution - subject lecturer/tutor.

Submissions should:

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

Special Categories:

1. Certified Practicing Marketer of the Year

The Certified Practicing Marketer (CPM) of the Year recognises the contributions of an outstanding CPM and their contribution to the marketing profession.

Self-nominations and nominations permitted.

The CPM recognised as an advocate for CPM professional designation, will have played a significant role in the marketing industry and contributed to the development of the professional status and recognition of marketing.

Submissions should include:

- Introduction of nominee (up to 200 words)
- Contributions to the marketing industry and outlining the value you derive from being a CPM (500 – 1000 words)
- Reference – from another CPM, their manager or senior colleague

The past winners		
2020: Michelle Fragar	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

Chief Marketing Officer of the Year is awarded to the senior marketing leader in an organisation (C-suite) that has demonstrated outstanding leadership, achievement and advocacy for marketing and the profession.

Self-nominations and nominations permitted.

Submissions should include along with overall marketing excellence:

- Introduction of nominee (200 words)
- Demonstration of excellence (500 – 100 words), including:
 - Business contribution and innovation
 - Leadership empowering team culture
 - Modern marketing and customer engagement thinking and effectiveness
 - Data and/or technology driven approach
 - Empowered and long-term thinking
 - High level creativity
- Reference (internal or external)

The past winners		
2020: Tony Quarmby	2019: Fabian Marrone	2018: Lisa Ronson
2017: Vanessa Lyons		

3. Emerging Marketer of the Year

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

Submissions are open to graduated mentees of the 2020 program.

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

- Introduction of nominee (200 words)
- Response to (500 – 1000 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

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

The past winners		
2020: Alexandra Tyler		

4. Future Leader of the Year

This category recognises excellence in leadership qualities and the critical role future leaders will play in advancing individuals, organisations and the marketing profession.

Self-nominations and nominations permitted.

Nominees must be 30 years of age or under as at 30 June 2021, employed in a full-time marketing role or a company owner with 2-6 years work experience.

Submissions should include:

- Introduction of nominee (200 words)
- Response to (500 – 1000 words):
 - What do you see as the hallmarks of a good leader?
 - Illustration of leadership qualities
 - What contributions will you make to the marketing profession in 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.

The past winners		
2020: Samantha Franklin	2019: Akshay Sardana	2018: Chrissie Maus
2017: Michael Laps	2016: Rosie Anderson	2013: (inauguration)

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 an outstanding agency.

Submissions should include:

- Introduction of agency (200 words)
- Demonstration of excellence (500 – 100 words), including:
 - 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		
2020: Bonfire & Paper + Spark (Joint Winners)	2019: ntegrity	2018: Braveda

6. Marketing Team of The Year

This category recognises an outstanding in-house marketing team that has demonstrated value for the unique talents and skills of each team member.

Judges will be looking for how the team utilised diverse skill sets, ways of thinking/idea generation and effective problem solving techniques.

Submissions should include:

- Introduction of team (200 words)
- Demonstration of excellence (500 – 100 words), including:
 - 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 or community value delivered and improved brand, product or service equity contributed by the implementation of the marketing team's strategy

The past winners		
2020: Dexus Marketing	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.

Nominations for the Sir Charles McGrath award are made and judged by the AMI Board of Directors.

The past winners		
2020: Marnie Baker	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	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	

8. Marketing Campaign of the Year

This category recognises the overall 2021 Campaign of The Year from the winners of the 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		
2020: Tourism NT	2019: Wise Employment & Integrity	2018: Mater Education
2017: Robina Town Centre & Bureau of Meteorology	2016: Meat & Livestock & Australia University of Melbourne	