

2023

AMI MARKETING EXCELLENCE AWARDS

AWARDS CATEGORIES

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AWARD CATEGORIES:

Campaign Categories:	
1	Acquisition Marketing (AM)
2	Brand Revitalisation (BR)
3	Content Marketing (CM)
4	Creativity in Brand, Product or Service Marketing (CRE)
5	Excellence in Customer Experience (CX)
6	Data & Insight Driven Marketing (DI)
7	Experiential Marketing (EM)
8	Loyalty and Retention (LTY)
9	Not for Profit Marketing (NFP)
10	Product or Service Launch or Relaunch (LR)
11	PR Campaign of the year (PR)
12	Public Sector Marketing (PSR)
13	Purpose-led Marketing (PM)
14	Small Budget Marketing (Less than \$50K) (BUD)
15	Social Media Marketing (SM)
16	Sponsorship Effectiveness (SE)
17	Sustainability Marketing (SUS)
Special National Award Categories:	
1	Emerging Marketer of the Year
2	Future Leader of the Year
3	Certified Practising Marketer of the Year
4	Chief Marketing Officer of the Year
5	Independent Agency of the Year
6	Large Agency of the Year
7	Life Member Award (Board nominated & awarded)

8	Sir Charles McGrath Award (Board nominated & awarded)
9	Marketing Team of the Year
10	Marketing Campaign of the Year (Up to \$1 million)
11	Marketing Campaign of the Year (\$1 million and above)

GENERAL AWARD CRITERIA

General criteria:

Categories are open to both B2C and B2B submissions. Judges will consider the merits of each submission 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 – for all categories:

- Individual category criteria.
- The extent to which the person, team or project has reflected the intent expressed in the category descriptor.
- Well-written and clearly articulated recommendation and entry.
- That entries show a clear alignment between the problem/opportunity identification, 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; return on marketing expenditure and/or degree of social change.
- The submission must have been active within the period of 1 January 2022 to 30 April 2023.

Submission

The Problem/Opportunity:

Weight: out of 20

Maximum words: 200

The Solution

Weight: out of 40

Maximum words: 1000

The Result

Weight: out of 40

Maximum words: 750

Additional Information

Weight: No weightage

Maximum words: 250

Applicants are strongly advised to provide additional information to support their submission, such as videos, images etc however this is not mandatory.

Acquisition Marketing

Criteria

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 KPIs.

Brand Revitalisation

Criteria

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 KPIs.

Content Marketing

Criteria

This category recognises strategic approaches to creating, publishing, and distributing content for targeted audiences in digital, social, or traditional channels.

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:

- The relevance of content was determined.
- Originality in content.
- Distribution strategy to reach the target audience.
- An ability to acquire, retain and engage a clearly defined target audience.
- Results/effectiveness against pre-determined metrics and KPIs.

Creativity in Brand, Product or Service Marketing

Criteria

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 for the chosen strategy.
- Results/effectiveness against pre-determined metrics and KPIs.

Excellence in Customer Experience

Criteria

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

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 KPIs.

Data and Insight Driven Marketing

Criteria

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 KPIs.

Experiential Marketing

Criteria

This category recognises excellence in the use of Experiential Marketing (events) as part of the organisations overall marketing strategy.

Judges will evaluate how well the audience interacted/engaged with the event.

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 experiential marketing within the overall marketing strategy.
- Results/effectiveness against pre-determined metrics and KPIs.

Loyalty and Retention

Criteria

This category recognises the best use of 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:

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

Not for Profit Marketing

Criteria

This category recognises excellence in marketing campaigns for not-for-profit (NFP) 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 execute the strategy, including any innovative approaches adopted.
- Results/effectiveness against pre-determined metrics and KPIs.

Winning

There will be a maximum of eight (8) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified.

This scoring model is to allow for variances within judging panels.

PR Campaign of the Year

Criteria

This category recognises excellence in the implementation of a PR campaign in either B2C or B2B.

Judges will be looking for submissions that demonstrate the ability to use a PR campaign to build awareness, engagement, and sales.

Submissions should address:

- Demonstrate the reasoning behind the PR campaign that was selected to achieve the desired outcomes.
- Creative PR solution and execution of the marketing strategy.
- Results/effectiveness against pre-determined metrics and KPIs.

Product or Service Launch or Relaunch

Criteria

This category recognises outstanding product and/or service marketing launch or relaunch.

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

Submissions should address:

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

Public Sector Marketing

Criteria

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 KPIs.

Purpose-led Marketing

Criteria

This category recognises excellence in marketing campaigns for a strategy used by a business/brand to center its external communications efforts around a social cause that aligns with its core values.

Judges will be looking for submissions that demonstrate how a purpose-led or cause-related marketing campaign has delivered outstanding results for the business/brand.

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.
- How well the campaign aligns and reinforces the brand values and 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 KPIs.

Small Budget Marketing

Criteria

This category recognises business success achieved within a marketing budget under \$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
- Marketing strategy
- Creativity solution and execution of the marketing strategy
- How the limitations of a small budget were overcome.
- Results/effectiveness against pre-determined metrics and KPI's

Social Media Marketing

Criteria

This category recognises excellence using social media 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 was the development of the social media strategy informed (including which channels to reach target audiences and why?) and the fit and role within the overall marketing strategy.
- Creativity solutions reflecting and execution of the marketing strategy.
- Results/effectiveness against pre-determined metrics and KPIs.

Sponsorship Effectiveness

Criteria

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 sponsorship opportunity and its 'fit' with the organisation, taking into consideration ethics and ethos and alignment to the positioning of the brand.
- The role of sponsorship within the overall marketing strategy for the business.
- How the sponsorship was leveraged to create value for the organisation/brand.
- Results/effectiveness against pre-determined metrics and KPIs.

Sustainability Marketing

Criteria

The category recognised the organisations that have demonstrated excellence in promoting environmentally and socially responsible products, services, or practices in their marketing efforts.

Judges will be looking for submissions that raise awareness of sustainability issues and considers the effectiveness of the marketing strategies, the campaign innovation, and the impact in promoting sustainable values to its target audience.

Submissions should address:

- How the campaign promoted environmentally responsible products, services, or practices and communicate the sustainability message.
- The campaign was well-planned, with clear goals, objectives, and tactics. It was able to demonstrate how the campaign integrates with the overall sustainability and corporate responsibility strategy.
- How the campaign showcased creativity in the approach to sustainability marketing.
- How the campaign effectively reached and connected with the target audience.
- Results/effectiveness against pre-determined metrics and KPIs.

SPECIAL CATEGORIES

About Special categories:

Each special category will have a separate judging criterion.

View on our Awards website to know the details.

Emerging Marketer of the Year

Criteria

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

Submissions are open to mentee graduates of the AMI Emerging Marketers 2022 program, AMI Student member or Career Starter member.

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

- Introduction of nominee (200 words)
- Response to (500 – 1000 words):
 - What their objectives for joining the Emerging Marketer Program or the AMI were.
 - Indicate if these objectives were met.
 - Demonstrate how they have grown as a marketer.
 - Insights into the future of the marketing industry.
- Reference letter from the mentor/manager.

Future Leader of the Year

Criteria

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 35 years of age or under as of 30 June 2023, employed in a full-time marketing industry or a company owner with a minimum of 4 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 their manager/CEO/CMO.

Certified Practising Marketer of the Year

Criteria

The Certified Practising 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 or your organisation and outlining the value derived from being a CPM (500 – 1000 words).
- Reference – from another CPM, their manager or senior colleague.
- Example of successful strategy and/or campaign etc.

Chief Marketing Officer of the Year

Criteria

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 – Revenue and profit growth.
 - Leadership empowering team culture.
 - Brand growth.
 - Modern marketing and customer engagement thinking and effectiveness.
 - Data and/or technology driven approach.
 - Empowered and long-term thinking.
 - High level creativity.
 - Example of successful strategies and/or campaigns.
- Reference (internal or external).

Independent Agency of the Year

Criteria

This category recognises the work of small agencies with the turnover of less than AUD \$1 million p.a and have less than 20 employees that operate in Australia.

Submissions should include:

- Introduction of agency (200 words)
- Demonstration of excellence (500 – 1000 words), including:
 - Demonstrating forward-thinking, professionalism.
 - 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.
 - Agency and client collaboration.
 - Their approach to finding and developing great people.
 - Example of successful campaigns, including results.
- Reference from client.

Large Agency of the Year

Criteria

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

This category recognises the work of small marketing agencies with the turnover of more than AUD \$1 million p.a and have more than 20 employees that operate in Australia.

Submissions should include:

- Introduction of agency (200 words)
- Demonstration of excellence (500 – 1000 words), including:
 - Demonstrating forward-thinking, professionalism.
 - 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.
 - Agency and client collaboration.
 - Their approach to finding and developing great people.
 - Example of successful campaigns, including results.
- Reference from client.

Life Member Award

Criteria

AMI Life Membership is offered to a maximum of 2 AMI members as determined by the AMI Board of Directors, who are also able to nominate.

Self-nominations and nominations permitted.

AMI Life Membership is given in recognition of AMI members who are eminent in the field of marketing and have provided distinguished service to the AMI and marketing profession over an extended period.

Consideration should include:

- Contribution to the AMI; including volunteer roles.
- A minimum of 10 years continual AMI membership.
- Furthering the marketing industry.
- Contribution to business.
- Leadership in the marketing industry.

Sir Charles McGrath Award

Criteria

Established in recognition of Sir Charles McGrath's distinguished record of industrial development in Australia and his services to marketing and the Australian business community.

Board nominated and awarded.

Since 1976, the Sir Charles McGrath Award has been presented to those who have made the most significant contribution to the field of marketing.

Judges should consider the criteria:

- Leadership in the marketing industry.
- Personal development of their company.
- Achievement of increased efficiency or productivity in the field of marketing or marketing practice.
- Australian industry development.

Marketing Team of the Year

Criteria

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 – 1000 words), including:
 - Evidence of team development
 - Sound team dynamics e.g., 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..

Marketing Campaign of the Year (Up to \$1 million)

Criteria

This category recognises the overall 2023 Campaign of The Year from the winners of the 17 Campaign Categories, with the budget of below AUD \$1 million.

The winner for this category should:

- Have created a campaign under the budget of \$1 million.
- 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.

Marketing Campaign of the Year (\$1 million and above)

Criteria

This category recognises the overall 2023 Campaign of The Year from the winners of the 17 Campaign Categories with the budget of over AUD \$1 million.

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

- Have created a campaign above the budget of \$1 million.
- 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.