

2025

**AMI MARKETING EXCELLENCE AWARDS**

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# **AWARDS CATEGORIES**

## TABLE OF CONTENTS

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General criteria: .....	4
Acquisition Marketing .....	6
AI-Powered Marketing Campaign .....	7
Brand Revitalisation .....	8
Content marketing .....	9
Creativity in Brand, Product or Service Marketing .....	10
Data & Insight Driven Marketing .....	11
Excellence in Customer Experience & Loyalty .....	12
Experiential Marketing .....	13
Not for Profit Marketing .....	14
Product or Service Launch or Relaunch .....	15
Public Sector Marketing .....	16
Purpose-led Marketing .....	17
Small Budget Marketing .....	18
Social Media Marketing .....	19
Sustainability Marketing .....	20
The Lisa Ronson, Next Generation Marketing Leader award .....	21
Certified Practising Marketer of the Year .....	22
Chief Marketing Officer of the Year .....	23
Agency of the Year .....	24
Marketing team of the year .....	25

Award Categories:

<b>Campaign Categories:</b>	
1	Acquisition Marketing
2	AI-Powered Marketing Campaign
3	Brand Revitalisation
4	Content Marketing
5	Creativity in Brand, Product or Service Marketing
6	Data & Insight Driven Marketing
7	Excellence in Customer Experience & Loyalty
8	Experiential Marketing
9	Not for Profit Marketing
10	Product or Service Launch or Relaunch
11	Public Sector Marketing
12	Purpose-led Marketing
13	Small Budget Marketing
14	Social Media Marketing
15	Sustainability Marketing
<b>Special National Award Categories:</b>	
1	The Lisa Ronson, Next Generation Marketing leader award
2	Certified Practising Marketer of the Year
3	Chief Marketing Officer of the Year
4	Agency of the Year
5	Marketing Team of the Year
6	Life Member Award (Board nominated & awarded)
7	Sir Charles McGrath Award (Board nominated & awarded)
8	Up to \$1 million Marketing Campaign of the Year
9	\$1 million and above Marketing Campaign of the Year

## 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 2024 to 30 April 2025.

### 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

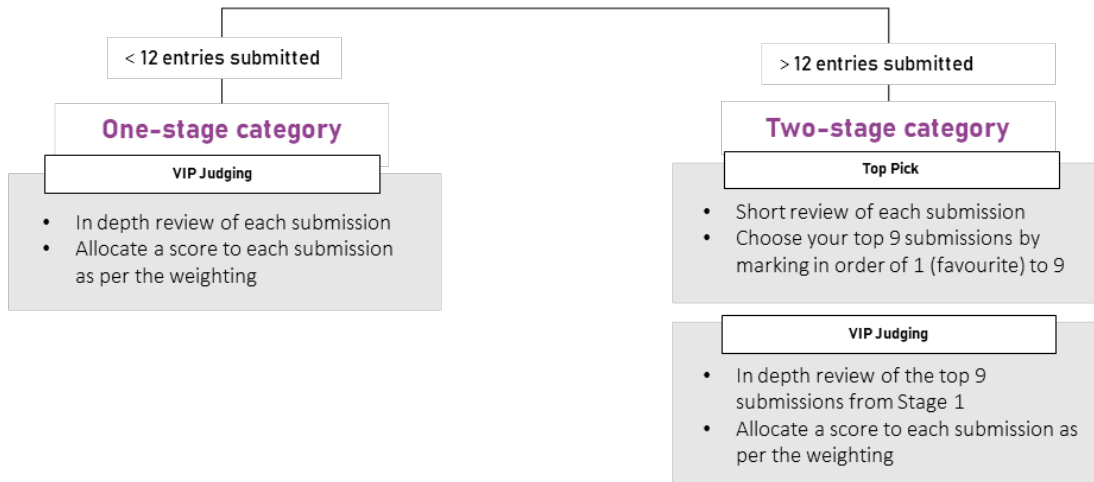
Maximum words: 250

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

### Judging flow:

- Judges will score submissions individually.
- There will be one or two stages of judging for this category depending on the number of entries (one-stage judging – less than 12 entries and two-stage judging – more than 12 entries) where each nomination is judged according to the following:
  - **Stage 1 - Top Pick**
    - Short review of each submission.
    - Choose your top 9 submissions by marking in order of 1 (favourite) to 9.
  - **Stage 2: VIP Judging**
    - In depth review of the top 9 submissions from Stage 1.
    - Allocate a score to each submission as per the weighting.

### Number of entries per category



**Disclaimer:**

The results from these judging panels are subjected to a review from a separate panel of judges including of board members, CEO, and invited others to maintain the high standards of the Marketing Excellence Awards.

## 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

### Winning

There will be a maximum of seven (7) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified. And if it is a tie, both entries will be kept.

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

## AI-Powered Marketing Campaign

### Criteria

This category recognises excellence in leveraging Artificial Intelligence (AI) to enhance marketing strategies, execution, and outcomes.

The judges will be looking for submissions that clearly demonstrate how AI was strategically integrated into the campaign to drive innovation, improve efficiency, enhance personalisation, and achieve measurable results.

Submissions should address:

- The key drivers for incorporating AI into the campaign (challenges, opportunities, or market trends that led to AI adoption).
- The role AI played in optimising decision-making, targeting, automation, or customer engagement.
- The strategy behind AI deployment, including data insights, technology selection, and creative integration.
- Execution of the AI-driven campaign, including innovative techniques and approaches.
- Results and effectiveness against pre-determined metrics and KPIs, demonstrating AI's impact on performance.

### Winning

There will be a maximum of seven (7) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified. And if it is a tie, both entries will be kept.

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

## **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

### **Winning**

There will be a maximum of seven (7) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified. And if it is a tie, both entries will be kept.

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



## **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:

- How relevance of content was determined
- Originality in content
- Distribution strategy to reach target audience
- An ability to acquire, retain and engage a clearly defined target audience.
- Results against pre-determined metrics and KPI's

### **Winning**

There will be a maximum of seven (7) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified. And if it is a tie, both entries will be kept.

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

## **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 on the chosen strategy
- Results/effectiveness against pre-determined metrics and KPI's

### **Winning**

There will be a maximum of seven (7) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified. And if it is a tie, both entries will be kept.

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

## Data & 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 KPI's

### Winning

There will be a maximum of seven (7) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified. And if it is a tie, both entries will be kept.

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

## Excellence in Customer Experience & Loyalty

### Criteria

This category recognises outstanding marketing programs that enhance customer experience (CX) while driving customer retention, loyalty, and advocacy. It celebrates innovative strategies that integrate CX excellence with loyalty-building techniques to create lasting customer relationships and measurable business impact.

The judges will be looking for submissions that demonstrate a deep understanding of customer needs and behaviours, the strategic use of insights and data, and the effective execution of marketing initiatives that improve CX and/or loyalty.

Submissions should address:

- The key drivers for the program and how it integrates customer experience with loyalty and retention strategies.
- The strategy development process, including the use of customer insights, research, and data analytics to inform decision-making.
- Execution of the program, highlighting innovative and creative approaches to delivering an exceptional customer experience while strengthening loyalty.
- Effectiveness against pre-determined metrics and KPIs, such as:
  - Customer satisfaction and engagement scores
  - Retention and churn rates
  - Revenue growth and customer lifetime value
  - Program cost efficiency and ROI

### Winning

There will be a maximum of seven (7) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified. And if it is a tie, both entries will be kept.

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

## 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 data highlighted the issue or opportunity
- How the event engaged with the target audience with the goal of deriving a particular or stated outcome
- The role of experiential marketing within the overall marketing strategy
- Results/effectiveness against pre-determined metrics and KPI's

### Winning

There will be a maximum of seven (7) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified. And if it is a tie, both entries will be kept.

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

## **Not for Profit Marketing**

### **Criteria**

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

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 seven (7) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified. And if it is a tie, both entries will be kept.

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

## 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

### Winning

There will be a maximum of seven (7) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified. And if it is a tie, both entries will be kept.

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

## 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

### Winning

There will be a maximum of seven (7) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified. And if it is a tie, both entries will be kept.

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



## 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 reinforce 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

### Winning

There will be a maximum of seven (7) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified. And if it is a tie, both entries will be kept.

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

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## 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

### Winning

There will be a maximum of seven (7) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified. And if it is a tie, both entries will be kept.

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

## **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 executing the marketing strategy
- Results/effectiveness against pre-determined metrics and KPIs

### **Winning**

There will be a maximum of seven (7) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified. And if it is a tie, both entries will be kept.

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

## 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

### Winning

There will be a maximum of seven (7) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified. And if it is a tie, both entries will be kept.

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

## The Lisa Ronson, Next Generation Marketing Leader award

### Criteria

This category recognises the rising stars of the marketing industry - emerging professionals who demonstrate exceptional leadership potential, creative thinking, and a commitment to advancing the marketing profession. It celebrates individuals who not only excel in their roles today but also show promise as the future leaders of marketing.

The Next Generation Marketing Leader Award is presented in loving memory of Lisa Ronson, a highly respected marketing leader and mentor who inspired and guided countless emerging marketers. Her legacy of leadership, creativity, and generosity continues to shape the future of the profession.

Self-nominations and nominations permitted.

#### Eligibility:

- Nominees must be 35 years of age or under as of 30 June 2025.
- Must be employed full-time in a marketing-related role or be a company owner.
- Must have a minimum of four years' work experience in the marketing profession.
- Graduates of the AMI Emerging Marketers Mentoring Program are encouraged to apply, but participation in the program is not mandatory.

Submissions should include:

- Introduction of nominee (200 words)
- Written response (500 – 1000 words) addressing the following:
  - What do you see as the hallmarks of a great marketing leader?
  - Provide an example of how a creative approach by a known brand led to outstanding business outcomes.
  - Illustrate how you have demonstrated leadership qualities in your career.
  - How will you contribute to the marketing profession over the next five years?
  - Personal biography, including academic achievements and career highlights.
  - Involvement in voluntary, community, or professional initiatives.
  - If applicable, how participation in the AMI Emerging Marketers Mentoring Program or AMI membership has contributed to your growth
- A recommendation letter from a manager, CEO, CMO, or mentor supporting the nomination.

The judges will be looking for candidates who showcase leadership potential, strategic impact, a commitment to professional growth, and a vision for the future of marketing.

### Winning

There will be a maximum of five (5) finalists nationwide. Scoring to be based on a culmination of submission, recommendation and interview.

## **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 are 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 the 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

### **Winning**

There will be a maximum of five (5) 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.

## 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 – 1000 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)

### Winning

There will be a maximum of five (5) 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.

## Agency of the Year

### Criteria

This category acknowledges the critical role agencies of all sizes 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 – 1000 words), including:
  - Demonstrating forward-thinking, professionalism
  - Insight and foresight: spotting trends and the skills needed to advance -- client results
  - Customer service excellence
  - Mastery in understanding and fulfilling client needs
  - Innovative approaches to client problem
  - Adherence to ethical practices
  - Effective agency and client collaboration
  - Their approach to finding and developing great people
  - Example of successful campaigns, including results
- Reference from client.

### Winning

There will be a maximum of five (5) 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.



## 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.

### Winning

There will be a maximum of five (5) 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.

## **Up to \$1 million Marketing Campaign of the Year**

### **Criteria**

This category recognises the overall 2025 Campaign of The Year from the winners of the other Campaign Categories, with a 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 KPIs.
- Commercial value delivered and improved brand, product or service equity contributed by the implementation of the marketing campaign.

### **Winning**

No submission is accepted specifically for this category. The winner will be chosen from the qualified campaign category winners with less than \$1 million dollars budget. This will be awarded by the selected judging panel. There is only one winner, the submission with the highest overall score.

## **\$1 million and above Marketing Campaign of the Year**

### **Criteria**

This category recognises the overall 2025 Campaign of The Year from the winners of the other Campaign Categories with a budget of over AUD \$1 million.

The overall winner would have demonstrated 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 KPIs.
- Commercial value delivered and improved brand, product or service equity contributed by the implementation of the marketing campaign.

### **Winning**

No submission is accepted specifically for this category. The winner will be chosen from the qualified campaign category winners with more than \$1 million dollars budget.