



**AUSTRALIAN MARKETING INSTITUTE  
MARKETING EXCELLENCE AWARDS  
2025 Terms and Conditions**

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## Eligibility

Submissions are invited from individuals and organisations irrespective of turnover or industry, unless otherwise specified. Submissions are accepted from individuals and organisations operating within the APAC region or marketing campaigns executed for the region. The entry must have been active within the period of **1 January 2024 to 30 April 2025**. Awards will be presented to the organisation or person named in the entry form.

## Campaign Category Submission Weighting

Categories are open to both B2C and B2B entrants. 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:

- 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; return on marketing expenditure and/or degree of social change
- Action-ability of results, including clarity of recommendations, relevance and feasibility of marketing initiatives
- Ethical practices

1. The Issue – 10%

*maximum 200 words*

3. The Result – 40%

*maximum 750 words*

2. The Solution – 40%

*maximum 1000 words*

4. Additional Benefits – 10%

*maximum 250 words*

Additional information to support your entry, such as videos, images etc are strongly encouraged.

## Special Category Submission Weighting

Each Special Category has its own set of criteria, and we recommend looking at the category description to determine what the judges will be looking for.

## Client Authorisation

If the award submission is on behalf of a client or part of a 3<sup>rd</sup> party program please ensure you have permission from the content owner as well as relevant contact details for a person in the organisation. This person will be contacted to provide authorisation for entry into the program prior to the submission moving into judging.

## Fine Print

- All entries must be submitted online
- Entries are invited from individuals and organisations irrespective of turnover or industry, unless otherwise specified
- Entries are accepted from individuals and organisations operating within the APAC region or marketing campaigns executed for the region
- Entries must be submitted in English
- Entries may be made in more than one category; however, each category requires separate submission details, entry form and fees. The same submission cannot be used across multiple categories. Each submission must be written to clearly satisfy the relevant category criteria
- By submitting an entry, you agree that you are the owner of the content or have permission from the owner to enter the content into the AMI Marketing Excellence Awards
- The entrant is responsible for ensuring all information on the submission is correct and executing any changes through the award platform. AMI staff will not make changes on behalf of entrants
- No alterations to submissions will be permitted after the final date of submission
- All award entry fees paid are non-refundable

- Awards will be presented to the organisation and person indicated in the 'Walking on Stage' section of the submission
- Trophies/certificates will have the winning submissions organisation/campaign name/person indicated on the 'My Trophy or Certificate' section of the submission