



INTRODUCTION

Congratulations on your success in being nominated for the 2018 Marketing Excellence Awards.

The Chartered Institute of Marketing (CIM) has now announced the nominees for the awards and we would encourage you to share your nomination news. This document has been created to assist you with content for any communications you are planning to celebrate your nomination.

GENERAL INFORMATION

CIM's Marketing Excellence Awards are an annual event created to highlight, celebrate and promote excellence within the field of marketing. These provide individuals, teams and agencies from across the marketing industry with the opportunity to showcase their successes and the impact of their campaigns. The Awards are open to any organisation within the UK regardless of size, sector or industry.

CIM QUOTE TO INCLUDE IN PRESS RELEASE

"I'm delighted to announce the nominees for our Marketing Excellence Awards," comments Chris Daly, chief executive of CIM. "We have seen some high-quality entries this year, and the breadth of our nominees is a great demonstration of our profession's hard work over the past 12 months.

"Despite a challenging climate for business, the UK marketing industry has delivered stand-out campaigns that truly showcase the changing needs of the consumer. Our Marketing Excellence Awards recognise the industry's achievements and those of the marketing teams and leaders responsible for such outstanding work.

"I would like to offer my congratulations to all who were nominated; they reflect the very best in the UK's marketing talent."



SOCIAL MEDIA

CIM will be promoting the event through its various social media channels:

- Twitter: @CIM_Exchange
- Please feel free to use the following hashtag to share news on the event #CIMAWards
- Updates and photos will be posted to CIM's Facebook account:
www.facebook.com/TheCIM
- Additional information can be found on our LinkedIn page at:
www.linkedin.com/school/479618/

Please email awards@cim.co.uk for social media imagery and photography.

NOTES TO EDITORS

- The Awards night will take place on the 12 April 2018
- CIM is the largest professional marketing body in the world, with over 28,000 members worldwide
- There are 5,251 Chartered Marketers worldwide
- CIM has 130 study centres in 36 countries offering over 90 training courses, and exam centres in 132 countries worldwide
- In the last year, over 7,500 people registered at 230 UK CIM events.

CONTACT

If you would like any advice or have any questions about this information, then please don't hesitate to contact:

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