



CIM

MARKETING  
EXCELLENCE  
AWARDS 2019

ENTRY GUIDE

ENTRY DEADLINE | 30 NOVEMBER 2018



CIM's prestigious Marketing Excellence Awards recognise and reward brilliance in the field of marketing, celebrating the finest minds within the profession. This year marks the tenth anniversary of the awards and they continue to raise awareness of the creativity and originality delivered by marketers, as well as showcase the successes of marketing teams and individuals alike.

## KEY DATES

### **Entry deadline**

30 November 2018

### **Finalists announced from**

January 2019

### **Awards ceremony**

11 April 2019



## WHY ENTER?

Here's five reasons why you should enter the Marketing Excellence Awards:

- 1 Celebrate your achievements – showcase your hard work and celebrate as a team or company
- 2 Gain recognition – be acknowledged for your innovation, performance and best practice
- 3 Raise your profile – you can attract new business as an award-winning company
- 4 Demonstrate your capabilities – evidence that you do effective marketing for your company
- 5 Boost morale – winning an award is a great way to motivate your team



## CATEGORIES

- ★ BEST ADVERTISING CAMPAIGN
- ★ BEST BRAND BUILDING CAMPAIGN
- ★ BEST CORPORATE SOCIAL RESPONSIBILITY
- ★ BEST CUSTOMER EXPERIENCE STRATEGY
- ★ BEST INTEGRATED CAMPAIGN
- ★ BEST PARTNERSHIP MARKETING CAMPAIGN
- ★ BEST CONTENT MARKETING CAMPAIGN
- ★ BEST USE OF DATA AND INSIGHT
- ★ BEST USE OF DIGITAL MARKETING
- ★ BEST USE OF PR
- ★ BEST USE OF SOCIAL MEDIA
- ★ INNOVATION – NEW PRODUCT/SERVICE
- ★ INNOVATION – NOT-FOR-PROFIT/PUBLIC SECTOR
- ★ AGENCY OF THE YEAR
- ★ MARKETER OF THE YEAR
- ★ MARKETING TEAM OF THE YEAR
- ★ MARKETING CAMPAIGN OF THE YEAR

## IMPORTANT INFORMATION BEFORE YOU SUBMIT YOUR ENTRY

If you entered the 2018 CIM Marketing Excellence Awards you will already be registered on our system and will not need to create another account.

- If you are creating a new account, you will have to authenticate the account via the link sent to your email address
- If you have any issues accessing your account, please email us at [awards@cim.co.uk](mailto:awards@cim.co.uk)
- To complete your entry, you will be required to submit a company logo for all companies that are part of your awards submission. It is important that you secure permission to use all logo's and submit them in accordance with the guidelines stated in the supporting material guidelines section
- We will use two email addresses to contact you. To avoid missing communications from us it is vital you speak to your company's email provider and ensure that emails sent from the following addresses are not blocked:

[awards@cim.co.uk](mailto:awards@cim.co.uk)

[cim.info@cim.co.uk](mailto:cim.info@cim.co.uk)

## HOW TO ENTER

You can enter CIM's Marketing Excellence Awards 2019 in 5 easy steps.

### STEP 1

**Select your best marketing people and work between 01 September 2017 and 01 September 2018.**

Entries are restricted to marketing activity targeting UK audiences only. In addition to this, the entry must originate and be submitted by the UK office. An entry will not be accepted if it is initiated outside of the UK yet submitted by the UK office.

### STEP 2

**Choose from one of our 17 categories to best show your work; and familiarise yourself with the judging criteria.**

You may enter more than one category; however, a separate online entry submission and payment must be completed for each category. Depending on the category you enter, the online entry submission may differ, and you should tailor your entry to meet the requirements of that category.

**Judging criteria can be found on page 8.**

### STEP 3

**Fill out the quick and easy registration form via the 'Enter now' button.**

Exclusions from entry are employees of The Chartered Institute of Marketing (CIM); CIM volunteers working directly on CIM Marketing Award projects; and sponsors of affiliates for a category are excluded from entering the same category.

### STEP 4

**Complete the online entry form and upload a few supporting words, along with a company(s) logo in a colour EPS vector file format.**

Please make sure all your personal details are entered accurately, including contact details, as these will be used in the Awards presentation if you are selected as a finalist.

## STEP 4 CONTINUED

You will be required to submit a company logo for all companies that form part of your awards submission. This company logo will need to be supplied as a colour vector EPS file with all fonts/text converted to paths.

We reserve the right to shorten entry titles for the purpose of the awards brochure and winner trophies. Please try and keep your entry title concise.

The maximum word limit per entry form is 1,500 words.

Where web addresses are included within an entry, please ensure that any access details, usernames and passwords needed for judging are supplied and that they continue to work until Friday 12 April 2019.

You are entitled to one file of supporting material, no larger than 5MB per entry form. (Please note that this is optional).

If your submission contains sensitive information, you should clearly state this within your entry and advise the CIM Awards team via email ([awards@cim.co.uk](mailto:awards@cim.co.uk)).

You may edit your entry after submitting, but only until the entry deadline on Friday 30 November 2018 (until midnight). Make certain you submit your entry to complete the entry process.

Agencies/awards writing agencies submitting entries on behalf of/in partnership with clients should have secured the client's/ partners permission prior to submitting an entry.

Any submissions that are entered in to categories for which they do not fit the criteria may be either removed completely or re-categorised.

Some categories may need to be sub-categorised post submission; therefore, it is important to accurately list the size of your company upon entry. We define an SME if it meets two out of three criteria: it has a turnover of less than £25m, it has fewer than 250 employees or has gross assets of less than £12.5m.

Under no circumstances shall there be any form of communication between the judges of the CIM Marketing Excellence Awards and the entrants.

Feedback on entries is at the discretion of the judges and will be communicated via the CIM Awards team.

## STEP 5

### **Submit your entry.**

Once you've completed your submission successfully, you will receive a confirmation email.

## JUDGING CRITERIA



Judges will be assessing entries on the following key areas. To help you, please ensure you have reflected these in your entry submission.

- 1 Robust insight and analysis
- 2 Clearly defined aims and objectives
- 3 Originality, creativity and an innovative approach
- 4 Clear justification of strategic choices made
- 5 Disciplined planning and project management
- 6 Clear results based on relevant quantitative or qualitative metrics
- 7 Evidence of collaboration and communication (where possible) with employees, stakeholders, customers and partners

\*\*If entering the Marketer of the Year, Marketing Team of the Year and/or Agency of the Year category(s), please be advised that they have a separate judging criteria to the above. Please view each category online for more information.\*\*





CIM

MARKETING  
EXCELLENCE  
AWARDS 2019