



CIM

MARKETING
EXCELLENCE
AWARDS

Entry Guide 2020 | Entry Deadline | 08 November 2019

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The CIM Marketing Excellence Awards recognise and reward brilliance in the field of marketing, celebrating the finest minds within the profession. This year marks the eleventh 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

02 September 2019

Entries Open

08 November 2019

Entry Deadline

08 January 2020

Finalists Announced

02 April 2020

CIM Marketing Excellence Awards ceremony

Why enter?

Here's five reasons why you should enter the CIM 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

Award categories

With 22 categories to choose from, covering the depth and breadth of marketing, there is something for everyone. This year there are six new industry sector categories to get the recognition you deserve. Take the next step in showcasing your hard work and enter the CIM Marketing Excellence Awards 2020.

- Best Automotive Campaign **NEW**
- Best Education Campaign **NEW**
- Best Financial Services Campaign **NEW**
- Best FMCG/Retail Campaign **NEW**
- Best Healthcare/Pharmaceutical Campaign **NEW**
- Best Not for profit/Charity/Social Marketing Campaign **NEW**
- Best Advertising campaign
- Best Brand Building Campaign
- Best Content Marketing Campaign
- Best Corporate Social Responsibility
- Best Customer Experience
- Best Innovative New Product/Service
- Best Integrated Campaign
- Best Partnership Campaign
- Best use of Data and Insight
- Best use of Digital Marketing
- Best use of PR
- Best use of Social Media
- Agency of the Year
- Marketing Campaign of the Year
- Marketer of the Year
- Marketing Team of the Year (Client Side)

Important information before you submit your entry

If you entered the CIM Marketing Excellence Awards 2019 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**
- 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 | cim.info@cim.co.uk

How to enter

You can enter the CIM Marketing Excellence Awards 2020 in five easy steps.

Step 1

Select your best marketing people and work between 01 September 2018 and 01 September 2019.

Entries are restricted to marketing activity target in the UK and Channel Islands only. In addition to this, the entry must originate and be submitted by the UK or Channel Islands offices. An entry will not be accepted if it is initiated outside of the UK or Channel Islands yet submitted by the UK or Channel Islands offices.

Step 2

Choose from one of our 22 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 9.

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; Judges of CIM Marketing Award projects; CIM Board members; 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 5

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

Additional entry guidelines

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 03 April 2020.

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).

You may edit your entry after submitting, but only until midnight on the entry deadline of Friday 08 November 2019.

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.



boost-awards.co.uk

As supporters of the CIM Marketing Excellence Awards, Boost offers a range of services to help you write and collect evidence for your entry. Their expert in-house writing teams can identify and articulate your achievements, either by managing the process from end-to-end, or by simply reviewing your first draft. Plus, with services including evaluation planning, competitor analysis and data reporting, they can help you collect robust evidence to support your entry and help maximise your chances.

Depending on the level of help you need, they have a variety of different options available to suit all budgets and all organisations, regardless of size, from FSTE 350 companies, banking institutions through to SME's and start-up businesses.

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.



cimawards.co.uk | awards@cim.co.uk