

# OUTSTANDING MARKETING PROFESSIONAL AWARD JUDGING CRITERIA

## INDICATIVE RATINGS

### 1. SIGNATURE CAMPAIGN

60

Please describe the single most successful marketing campaign which you have played a key role. The campaign should be launched after October 2020.

#### 1.1 Please describe your contribution / involvement in the following areas:

1.1.1 Creativity / Innovativeness

15

1.1.2 Executional Excellence

25

Please cite the efforts you have made in contributing to the executional excellence of the campaign including:

- achieving the campaign objectives
- meeting the campaign time-line
- meeting the campaign budget
- solving the problems encountered

#### 1.2 Results

10

In terms of sales achievement or in terms of other marketing results such as distribution, brand awareness, brand image, customer loyalty / retention, etc or in terms of the business value to the organization

#### 1.3 Lesson Learned

10

Key learnings that were applied in future campaigns

### 2. TRACK RECORD HIGHLIGHTS

30

Other than the signature campaign above, please describe your achievements over the course of your career in the following areas:

#### 2.1 Marketing Achievements

20

Please cite up to three marketing campaigns over the last five years that you feel represent excellence in marketing and briefly describe your role / contributions to the campaigns.

#### 2.2 Personal Achievements

10

- Academic, professional awards and other public recognition related to marketing
- Career achievements

### 3. SELF-IMPROVEMENT PLAN

10

Please describe how you intend to improve yourself to further your marketing career.

**TOTAL: 100**