

# DISTINGUISHED MARKETING LEADERSHIP AWARD JUDGING CRITERIA

## INDICATIVE RATINGS

### 1. SIGNATURE CAMPAIGN 40

Please describe the single most successful marketing campaign which you have played a key role. The campaign should be launched after October 2021.

- |            |                                                                                                                                                                                                                  |           |
|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| <b>1.1</b> | <b>Please describe your contribution / involvement in the following areas:</b>                                                                                                                                   | <b></b>   |
| 1.1.1      | Creativity / Innovativeness                                                                                                                                                                                      | 8         |
| 1.1.2      | Leadership and Executional Excellence of the Campaign                                                                                                                                                            | 8         |
| 1.1.3      | Strategic Thinking behind the Campaign                                                                                                                                                                           | 9         |
| <b>1.2</b> | <b>Results</b>                                                                                                                                                                                                   | <b>10</b> |
|            | 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 |           |
| <b>1.3</b> | <b>Lesson Learned</b>                                                                                                                                                                                            | <b>5</b>  |
|            | Key learnings that were applied in future campaigns                                                                                                                                                              |           |

### 2. TRACK RECORD HIGHLIGHTS 45

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

- |            |                                                                                                                                                                                      |           |
|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| <b>2.1</b> | <b>Marketing Achievements</b>                                                                                                                                                        | <b>20</b> |
|            | Please cite up to three marketing campaigns over the last ten years that you feel represent excellence in marketing and briefly describe your role / contributions to the campaigns. |           |
| <b>2.2</b> | <b>Achievements in the Leadership of the Marketing Function in the Organization / or Client Organization</b>                                                                         | <b>10</b> |
|            | Please describe how you have helped to improve and develop the marketing capability of your current and / or previous organization(s).                                               |           |
| <b>2.3</b> | <b>Contributions to the Strategic Business Direction of the Organization / or Client Organization</b>                                                                                | <b>10</b> |
|            | Please describe very specifically how you have contributed to or influenced your current and / or previous organization(s) in following areas:                                       |           |
|            | 2.3.1 Strategic Business Direction                                                                                                                                                   |           |
|            | 2.3.2 Business Growth                                                                                                                                                                |           |
|            | 2.3.3 Profitability                                                                                                                                                                  |           |
| <b>2.4</b> | <b>Personal Achievements</b>                                                                                                                                                         | <b>5</b>  |
|            | - Academic, professional awards and other public recognition related to marketing                                                                                                    |           |
|            | - Career achievements                                                                                                                                                                |           |

### 3. GENERAL CONTRIBUTIONS 15

Contributions to the marketing development of the business community (marketing-related aspects such as efforts in training, grooming, pro-bono work etc.)

**TOTAL: 100**