



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 2021.

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