



ENTRY QUESTIONS: BRAND OF THE YEAR

1. Please detail your data collection process and highlight key insights that significantly influenced the brand. Provide brand tracking data. **10% (limit 200 words)**

Please type here

2. Outline the core strategy of the brand and the subsequent planning and implementation of these plans. Include evidence of the strategic clarity of the brand across the organisation. **25% (limit 500 words)**

Please type here

3. Provide examples of communications excellence including research results and external awards if applicable. **10%**
Note: provide your examples as an attachment. Please ensure that this is in chronological order.

Please type here

4. Provide examples of innovative tactical execution beyond communications that have supported the success of the brand. **10%**
Note: provide your examples as an attachment.

Please type here

5. Detail the results obtained in particular profitability, revenue and market share. **15% (limit 300 words)**

Please type here

Entries close: Friday 26 April 2024, 5pm
Late entries deadline: Friday 3 May 2024, 5pm

Entries must be submitted via: <https://everythingmarketing.awardsplatform.com>



6. Provide evidence of consistent strategic direction and growth in the brand's market share and financial position. (refer to the marking rubric) 15% (limit 300 words)

Please type here

7. Why should this brand be the brand of the year for the YouTube NZ Marketing Awards for 2024? 15% (limit 300 words)

Please type here

8. If there is anything else you wish the judges to know about this nomination, please add it here. (optional) (limit 200 words)

Optional Bonus Points if there is a tie between entrants.

Please type here

SAMPLE