



## ENTRY QUESTIONS: MARKETING EXCELLENCE AWARDS

### Excellence in New Brand Development

1. Describe how the new brand development strategy aligns with the overarching business objectives. **20% (limit 300 words)**

Please type here

2. What was the business problem/opportunity this marketing strategy endeavoured to overcome/solve or improve/exploit, and what were the insights that drove the development and successful implementation of your marketing strategy? **25% (limit 500 words)**

Please type here

3. Describe the unique challenges you faced by explaining the factors within the industry you encountered and overcame? **10% (limit 300 words)**

Please type here

4. Explain what cross-organisational/stakeholder engagement was required to deliver on the marketing strategy being entered and how you went about achieving it. **10% (limit 300 words)**

Please type here



5. Describe the goals/objectives/targets of the marketing strategy and the corresponding results/achievements and business outcomes. **25% (limit 500 words)**

*Note: List KPI, ROI, and any other supporting key metrics (including workings) as separate attachment. Max 3 pages including any tables and graphs.*

Please type here

6. Detail the learning outcomes from the implementation of the marketing strategy being entered, and how this will influence your thinking and planning in the future. **10% (limit 300 words)**

Please type here

7. If there is anything else you wish the judges to know about the marketing strategy being entered, please add it here. **(optional) (limit 200 words)**

Please type here

8. **Executive Summary:** Please summarise details of the marketing strategy being entered and why you think it is a winning entry? **(limit 300 words)**

Please type here