

## ENTRY QUESTIONS: MARKETING EXCELLENCE AWARDS

### Excellence in Social Purpose Driven Marketing Strategy

1. Describe how the social purpose driven marketing strategy aligns with the overarching business strategy and objectives. Please include any certification that demonstrates the business' purpose-driven objectives. **20% (limit 300 words)**

Please type here

2. 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 learnings from implementing the marketing strategy and how these will influence your future thinking. **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