



ENTRY QUESTIONS: BRAND OF THE YEAR

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

Type here

2. Outline the brand's core strategy and how it is planned and implemented, including evidence of strategic clarity across the organisation. **25% (limit 500 words)**

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.

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.

Type here

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

Type here

Entries close: Friday 24 April 2026, 5pm
Late entries deadline: Monday 4 May 2026, 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)

Type here

7. Why should this brand be the brand of the year for the 2026 YouTube NZ Marketing Awards? 15% (limit 300 words)

Type here

8. If there's anything else you'd like the judges to know about this nomination, include it here. (optional) (limit 200 words)
Additional supporting information may be considered in the event of a tie.

Type here

SAMPLE