



## ENTRY QUESTIONS: MARKETING EXCELLENCE AWARDS

### Excellence in AI Innovation in Marketing

1. Describe the business challenge or opportunity that led to the use of artificial intelligence in marketing. Explain how the AI-enabled marketing strategy aligned with the organisation's broader business objectives and marketing goals. Judges will be looking for a clear link between the business problem, the marketing strategy, and the decision to apply AI.

**20% (limit 300 words)**

Please type here

2. What insights informed the development of the AI-enabled marketing strategy?

Describe how artificial intelligence was applied to enhance marketing decision-making, customer understanding, personalisation, creative development, media optimisation, automation, or other marketing activities.

Entries should clearly explain:

- The role of human judgement in shaping how AI was applied.
- The role AI played in shaping the strategy
- How AI created new capabilities or insights
- How the approach differed from traditional marketing methods

**25% (limit 500 words)**

Please 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>



3. What challenges were encountered in implementing the AI-enabled marketing strategy? These may include organisational, technical, cultural, data, or operational challenges. Explain how these challenges were addressed including how the organisation approached the responsible and ethical use of artificial intelligence, such as privacy, transparency, brand integrity, governance, or human oversight where relevant.

**10% (limit 300 words)**

Please type here

4. Describe how stakeholders across the organisation were engaged in the development and implementation of the AI-enabled marketing strategy. This may include collaboration between marketing, technology, data, legal, or other teams. Explain how leadership alignment, internal capability, and human oversight were developed where relevant.

**10% (limit 300 words)**

Please type here

5. Describe the goals, objectives and targets of the AI-enabled marketing strategy and the corresponding results and business outcomes. Provide clear evidence of measurable outcomes relevant to the scale and ambition of the work, such as:

- Revenue growth
- Market share
- Customer acquisition or retention
- Improved decision making
- Operational efficiency
- Improved customer experience
- Strengthened marketing capability

Results should demonstrate the contribution of AI to improved marketing performance 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

**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. What were the key learnings from implementing the AI-enabled marketing strategy? Describe how these learnings will influence future marketing strategy, capability development, or the ongoing use of AI within the organisation.

**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

SAMPLE