



## ENTRY QUESTIONS: MARKETING EXCELLENCE AWARDS

### Excellence in Fast Moving Consumer Goods Strategy

1. Describe how the fast-moving consumer goods strategy aligns with the overarching business strategy and objectives. **20% (limit 300 words)**

Type here

2. What business problem or opportunity prompted this marketing strategy, and what insights drove its development and successful implementation? **25% (limit 500 words)**

Type here

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

Type here

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

Type here



**5. Describe the objectives of the marketing strategy and the results achieved. 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.*

Type here

**6. Detail the learnings from your marketing strategy and how they will influence your future approach. 10% (limit 300 words)**

Type here

**7. If there's anything else you'd like the judges to know about the marketing strategy, include it here. (optional) (limit 200 words)**

Type here

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

Type here