



ENTRY QUESTIONS: MARKETING EXCELLENCE AWARDS

Excellence in Utilities/Communications Marketing Strategy

1. Describe how the utilities/communications marketing 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 by explaining the factors within the industry 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