



AUSTRALIAN
MARKETING
INSTITUTE



AWARDS FOR
MARKETING
EXCELLENCE



AUSTRALIAN MARKETING INSTITUTE

2013 AWARDS FOR MARKETING EXCELLENCE

RECOGNISING MARKETING EXCELLENCE SINCE 1982

CALL FOR ENTRIES

**Entries open
4 MARCH 2013**

The annual Australian Marketing Institute Awards for Marketing Excellence recognise excellence in marketing practice.

Now in its 31st year, the Awards have evolved to reflect the growing appreciation of the critical role of marketing as the source of value creation for business.

The Awards are presented to those organisations and marketers who have achieved extraordinary success from innovative and effective marketing practices, having regard to the particular circumstances of different markets, budgets and the diversity of marketing approaches.



2013 Key Dates

4 March: Entries open

31 May: Entries close

August and September: State Presentations

[State Winners and National Finalists Announced]

16 October: Gala Awards Presentation Dinner

State

If the marketing activity you are entering was principally or entirely undertaken within a single state or territory you should enter the applicable State Awards. This includes activities where the product or service marketed may exist in other local or international markets. The winner of each category in the State Awards will automatically become a finalist for the National Awards.

National

If your marketing was undertaken in multiple states or territories you should directly enter at the National level. A direct entry at the National level does not automatically become a National Awards finalist.

Awards Presentation

Special state events will be held during the months of August and September 2013 to announce individual state winners. The national finalists will be announced prior to the gala awards presentation dinner. State entrants will be advised of the date for the relevant state event.

A Gala Awards Presentation Dinner will be held at the Hilton Sydney on 16th October 2013.

Categories

The Australian Marketing Institute Awards for Marketing Excellence recognise and reward outstanding examples of marketing programmes in accordance with best practice criteria in each of the following categories:

- 01 Brand Extension
- 02 Brand Revitalisation
- 03 Consumer Insight
- 04 Corporate Social Responsibility
- 05 Education
- 06 Experiential and Brand Experiences
- 07 Incentive Marketing
- 08 Internal Marketing
- 09 Loyalty Programmes
- 10 Marketing Communications B2B
- 11 Marketing Communications B2C
- 12 Marketing on a Shoestring
- 13 Digital Marketing
- 14 New Brand, Product or Service Launch
- 15 Social Marketing
- 16 Sponsorship
- 17 Sustainable Marketing



2013 Australian Marketing Institute Marketing Programme of the Year

The winner of the prestigious 2013 Australian Marketing Institute Marketing Programme of the Year will be selected from the national category winners. This award will be made to the entry judged as the most excellent across all categories. This is the highest accolade in marketing in Australia and provides outstanding profile and exposure to the achievements of the winning organisation.

Award Winning Marketing Strategies

Edited summaries of the national award winning entries will be publicised on the Australian Marketing Institute website, in the annual edition of *Professional Marketing* magazine, in the Australian Marketing Institute's *Marketing Update* newsletter and in the special Australian Marketing Institute awards presentation booklet to be available at the national awards presentation dinner.



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01 Brand Extension

This category is about extending an existing brand into new markets.

Entrants should demonstrate along with overall marketing excellence:

Understanding of both the new and existing markets and the existing perception of those markets

Market understanding, clear strategies for brand extension and measured positive impacts in both the new and existing markets

Improved total brand equity and that this new equity will deliver sustained commercial benefit rather than delivering short term sales results

02 Brand Revitalisation

This category is about revitalising an existing brand.

Entrants should demonstrate along with overall marketing excellence:

A clear understanding of customer resistance to change

Understanding of customer perception, demonstrated effective communication and measurement in the changes of awareness and perception as they add to improved brand equity

Clear links to the commercial value added by the revitalisation

03 Consumer Insight

This category is about showing a depth of understanding of consumers.

Entrants should demonstrate along with overall marketing excellence:

An excellent use of research, database development or information analysis and interpretation to achieve consumer insight

Real insights and how planning and execution enabled these insights to be used for business advantage, brand enhancement or market development

Sensible use of the understanding of consumer insight to help consumers fulfil their needs

04 Corporate Social Responsibility

This category is about showing a positive impact in terms of community or social benefits as a result of activities by the organisation aimed at contributing to the broader community or to sectional interests in need of support.

Entrants should demonstrate along with overall marketing excellence:

A positive business impact and true community or social benefit worthy of recognition for the contribution made

How the marketing programme was implemented, the way it related to community and how the benefits were generated and shared

Outcomes that do not necessarily relate to a purchase decision; however still require all of the skills of professional marketing to convey required information and social impact

05 Education

This category is about campaigns delivered within the education sector.

Entrants should demonstrate along with overall marketing excellence:

Effective use of marketing elements including brand development, communications, research, planning and measurement

Demonstrated excellence in product and service development

Delivery of the marketing strategy and communications programmes executed for educational institutions

06 Experiential and Brand Experiences

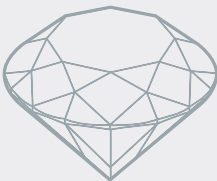
This category is about using new media options to meaningfully engage with consumers directly in a differentiated and relevant manner.

Entrants should demonstrate along with overall marketing excellence:

Effective brand positioning leveraged off traditional marketing and communications strategies to deliver a real connection between a brand and the consumer

Demonstrated positive brand experience

Measurable shift in consumer attitudes and behaviour, the experience demonstrated must be both relevant to the brand as well as the target market



07 Incentive Marketing

This category is about incentive rewards based business-to-business campaigns to encourage trade management and/or staff to achieve outstanding results in sales, service or both.

Entrants should demonstrate along with overall marketing excellence:

Measured success of the incentive programme

Use of proven marketing skills, linking the incentives programme to the product or service marketing strategies and consistency in the use of the brand values

Simplicity of understanding and implementation showing the linkage between the incentive and the marketing outcome achieved

08 Internal Marketing

This category is about programmes that relate to building a culture which represents the values associated with the corporate brand, or they may relate to the roll-out of sales and marketing programmes, marketing plans or customer service delivery.

Entrants should demonstrate along with overall marketing excellence:

Planning which understands the internal audience

Communication using cost effective techniques

Measurement of impact on the target audience and in particular, measuring the behaviours achieved

09 Loyalty Programmes

This category is about campaigns that retain customer revenue through loyalty and expenditure by already known customers.

Entrants should demonstrate along with overall marketing excellence:

Customer behavioural understanding and monitoring

Innovation in programme and incentive design and clear processes to measure customer behaviour

Demonstrated communications or incentives which clearly impact customer retention

10 Marketing Communications B2B

This category is about communication campaigns from a business to another business.

Entrants should demonstrate along with overall marketing excellence:

Role of research

Communications effect, isolated from other influencing factors

Return on marketing expenditure

11 Marketing Communications B2C

This category is about communication campaigns from a business to the consumer.

Entrants should demonstrate along with overall marketing excellence:

Role of research

Communications effect, isolated from other influencing factors

Return on marketing expenditure

12 Marketing on a Shoestring

This category is about demonstrating the proven effect on the business success of a brand with a total brand marketing budget of less than \$50,000, for an organisation with a turnover of \$5 Million or less. The budget may have been spent through any communication channel.

Entrants should demonstrate along with overall marketing excellence:

Creativity

Originality of approach

Return on expenditure

13 Digital Marketing

This category is about brands that have made effective use of digital platforms to improve their commercial performance.

Entrants should demonstrate along with overall marketing excellence:

High degree of innovation

Success and measurement through the use of the digital space

Effective use of data analytics

14 New Brand, Product or Service Launch

This category is about new brands, products or services and how they have translated to positive market and customer perceptions.

Entrants should demonstrate along with overall marketing excellence:

Strong market understanding

Clear corporate vision and strategy, delivered with effective communications, including but not limited to brand imaging and creativity

Measurable results linking actual perceptions to the desired brand positioning and awareness

15 Social Marketing

This category is about marketing communications which do not necessarily relate to a purchase decision however, convey an impact on community attitudes and behaviour.

Entrants should demonstrate along with overall marketing excellence:

Demonstrated clarity of the purpose of the programme

Clear understanding of the community collectively and individually

Effective use of communication channels and techniques

Measurement which demonstrates an understanding of what success will mean for the organisation

16 Sponsorship

This category is about campaigns that gain the support of a company or event to enhance the performance of both organisations.

Entrants should demonstrate along with overall marketing excellence:

Demonstrate planned marketing based on the shared brand values or overlapping customer bases through synergy and professionalism

Effective utilisation of sponsorship in the marketing mix; integrated with other marketing activities

Measurable impact on marketing performance

17 Sustainable Marketing

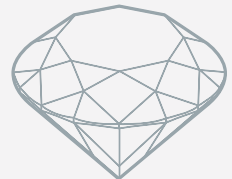
This category is about goods and services that minimise environmental damage and/or provide environmental benefits.

Entrants should demonstrate along with overall marketing excellence:

Demonstrated positive effect that the campaign actions are having on society or the environment, and how that effect has met the organisational goals

Improvement to the sustainability of the products or processes of the business and how this met the organisation's sustainability strategy or changes in consumer attitudes or behaviour

Sustainable benefits to society or environment and/or sustainable benefits to the brand or company



Award Criteria

Further information on the criteria and guidelines, as well as comments from previous judges is available at www.ami.org.au/awards

Judging

Judges will be assessing marketing programmes based on the application of professional marketing principles to generate real measurable success in the market place. The judging panel will consist of Australia's foremost marketing practitioners from industry and academia. Judges reserve the right to withhold Awards in any category at their discretion. The decision of the judges will be final and no correspondence will be entered into.

Eligibility

Entries are invited from all persons and organisations irrespective of turnover, industry or location. The marketing programme entered must have been active at some stage within the period of 1 January 2012 to 30 April 2013.

Applications submitted for work prepared for a client or by a third party must be authorised by that party. Awards will be presented to the organisation or person named as the 'Nominated Company and Person' on the entry form.

Criteria and Percentage Weighting

1	The issue	10%
2	The solution (including marketing outputs)	30%
3	The result (marketing outcomes)	30%
4	The key outcomes that contributed value to the organisation	30%
	Total	100%

Complete Your Submission

The following must be submitted:

- Full payment to be either paid online or sent to:
Australian Marketing Institute
GPO Box 5295 Sydney NSW 2001
- Signed Client Approval Form (if applicable)
- Supporting material on DVD (if applicable)

Entry Fees

AMI Member \$275 | Non AMI Member \$385

Cheques should be made payable to 'Australian Marketing Institute' (ABN 30 000 026 586). All prices include GST. A tax invoice/receipt will be issued upon receipt of payment.

How to Enter

Step by step process:

- 1 Start now – go to www.ami.org.au/awards
Read the Rules and Regulations, Category Descriptions and Creative Upload.
- 2 Print the Client Approval form (if applicable to your entry).
- 3 Collect evidence of research, implementation strategies, evaluations and key outcomes.
- 4 Make time to craft your entry as a potential winner. Write up your Marketing Programme using the four criteria headings (provided on page 10 of this document) to a 2,000 word limit. Provide an Executive Summary of no more than 200 words.
- 5 Create a pdf of your entry.
- 6 Obtain sign-off for your final entry on the Client Approval form (if applicable).
- 7 Revisit www.ami.org.au/awards
- 8 Click Entry Submission.
- 9 Complete all entry details.
- 10 Upload your entry [pdf] online.
- 11 Upload any creative material.
- 12 Submit.
- 13 You will receive an emailed confirmation that the entry has been received.
A copy of your entry will be attached along with payment request details.
Print a copy of the attachment and complete your payment details.
Keep a copy for yourself.

Terms and Conditions

- All entries must be submitted online at www.ami.org.au/awards
- Entries may be made in more than one category, however each category requires separate submission details, entry form and fees. The same entry cannot be used across multiple categories. Each entry must be written to clearly satisfy the relevant category criteria.
- Each entry can be submitted in one state only or directly into the National Awards (where eligible).
- No alterations to applications will be permitted after the date of submission.
- Awards will be presented to the organisation named as 'nominated company'
- State applicants must be represented at State functions, National finalists must be represented at the National presentation.

The Australian Marketing Institute reserves the right to use all or any of the material entered in the competition for promotion of the Awards. Under no circumstances shall the organisers be held responsible for the payment of any royalties or other charges for the use of materials provided in support of the Awards. All entries become the property of the Australian Marketing Institute on submission. No entries will be returned, therefore duplicates of all original material should be retained. No responsibility for loss or misdirection of entries will be accepted by the Australian Marketing Institute or its officers. The Australian Marketing Institute accepts no responsibility or liability for any loss of commercial privilege or any other thing which constitutes loss or damage as a result of an entry in the 2013 Australian Marketing Institute Awards for Marketing Excellence.



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Tel: 1300 737 445 | Email: awards@ami.org.au

Website: www.ami.org.au/awards

Value Creation Through Marketing

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