

ENTRY QUESTIONS: MARKETING EXCELLENCE AWARDS

Excellence in New Brand Development

1. Describe how the new brand development strategy aligns with the overarching business objectives. **20% (limit 300 words)**

Please type here

2. What was the business problem/opportunity this marketing strategy endeavoured to overcome/solve or improve/exploit, and what were the insights that drove the development and successful implementation of your marketing strategy? **25% (limit 500 words)**

Please type here

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

Please type here

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

Please type here

5. Describe the goals/objectives/targets of the marketing strategy and the corresponding results/achievements 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

6. Detail the learning outcomes from the implementation of the marketing strategy being entered, and how this will influence your thinking and planning in the future. **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