

AUSTRALIAN MARKETING INSTITUTE

AWARDS FOR MARKETING EXCELLENCE

2011 CALL FOR ENTRIES



AUSTRALIAN
MARKETING
INSTITUTE



AWARDS FOR
MARKETING
EXCELLENCE



VISION
STRATEGY
COMMITMENT
ACHIEVEMENT
EFFECTIVENESS
VALUE



ENTRIES OPEN ONLINE
1 MARCH 2011

Value Creation Through Marketing

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The annual Australian Marketing Institute Awards for Marketing Excellence 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 industries, budgets and the diversity of marketing programs.

The Awards have evolved over the years in response to new developments in marketing theory and practice to reflect the growing appreciation of the critical role of marketing as the vital source of value creation for an organisation.



NATIONAL AND STATE ENTRIES

All entries are able to enter directly at the national level. The decision on whether to enter at the State level (where eligible) or enter directly into the National Awards is at the discretion of the entrant.

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.



AWARD CATEGORIES

The Australian Marketing Institute Awards for Marketing Excellence recognise and reward outstanding examples of marketing programs in accordance with best practice criteria in each of the following categories. Full category descriptions are at www.ami.org.au/awards

01 Brand Extension

Using marketing tools to successfully extend an existing brand into new markets or market segments to the long term commercial benefit of the business. The program should maintain or build the existing sustainable brand equity.

02 Brand Revitalisation

Changing customer and public perceptions of the brand to create greater measurable brand value and deliver commercial gains.

03 Consumer Insight

The use of research or database development and analysis to provide insights into customer behaviour which are used to create improvements in brand or business performance.

04 Corporate Social Responsibility

A marketing program, or elements of a marketing program, which goes beyond the commercial business goals and delivers true community or social benefits.

05 Education

Professional marketing of products, services or institutions within the educational sector showing excellence in any field of marketing, but with special understanding of characteristics of this sector.

06 Experiential and Brand Experiences

This evolving new media option enables brands to meaningfully engage with consumers directly in a differentiated and relevant manner, by building face to face branded experiences that consumers can choose to engage in.

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07 Green Marketing

Marketing programs related to goods and services that minimise environmental damage and/or provide environmental benefits; marketing programs that promote behaviour change towards more sustainable practices and lifestyles.

08 Incentive Marketing

Use of an incentive rewards based business-to-business program to encourage trade management and/or staff to achieve outstanding results in sales, service or both.

09 Internal Marketing

Use of marketing, research, incentives or communications to build internal stakeholders' motivation and commitment, demonstrating clear proof of a positive effect on attitudes and business performance. Programs may relate to culture change to reflect brand values or roll-out of new marketing programs.

10 Loyalty Programs

Programs targeted and measured to deliver customer retention and maintained or improved customer revenue from existing customers. Excellence may be demonstrated in the effectiveness of applying proven techniques or in developing new innovations in communications or service offering to generate loyalty.

11 Marketing Communications (Business to Consumer)

Business to Consumer communication through any media or channels. This activity has substantially impacted on customer attitudes and behaviour and improved the commercial performance of the product, service or brand.

12 Marketing Communications (Business to Business)

Business to Business communication through any media or channels. This activity has substantially impacted on the business customer's attitudes and behaviour and improved the commercial performance of the product, service or brand.

13 Multimedia and Interactive

Marketing that utilises multimedia or interactive products and emerging technologies that seamlessly uses the technologies to increase the value of the experience and deliver commercial benefit to the business.

14 New Brand

Creating, launching and building equity in a new brand. Identifying and communicating the values which will invite positive customer perceptions and deliver sustainable recognition and association with the brand and values.

15 New Product/Service Launch

A marketing program which successfully develops and launches a new product or service. The essence of a successful new product or service is that the marketer has identified a real customer need or want and has developed a product or service to satisfy that need.

16 Relationship Marketing

Demonstrated excellence in managing relationships with customers, clients, vendors, suppliers, employees and other stakeholders to achieve marketing objectives. This category includes but is not limited to CRM and should demonstrate effective achievement using well explained techniques, systems or processes.

17 Social Marketing

The use of marketing to influence community and public perceptions and behaviour and convey required information. Usually not related to sales or buying decisions from the community.

18 Sponsorship

Effective utilisation of sponsorship in the marketing mix; integrated with other marketing activities, demonstrating synergy and showing measurable impact of the sponsorship program on business performance.

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2011 AUSTRALIAN MARKETING INSTITUTE MARKETING PROGRAM OF THE YEAR

The winner of the prestigious 2011 Australian Marketing Institute Marketing Program 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.



2011 KEY DATES

1 March

Online entries open

31 May

Entries (online submissions) close at 5.00 pm

August and September

State winners and national finalists announced

19 October

Gala Awards presentation dinner



AWARD PRESENTATION

Special Awards events will be held in some capital cities during the months of August and September 2011 to announce individual state winners and national finalists. State winners proceed as national finalists to the prestigious 2011 Australian Marketing Institute National Awards for Marketing Excellence along with national entrants who have made the finals.

A Gala Awards Presentation Dinner will be held at the Hilton Sydney on 19 October 2011.

Entrants will be advised of the date for the relevant state event which will be determined by the address supplied on the nomination form.

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AWARD CRITERIA

To ensure entries are effective and conform to best practice, 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 looking for marketing examples which show 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.

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%
		<hr/>
	Total	100%



RULES OF ENTRY AND SUBMISSION GUIDELINES

How to Enter: Step By Step Entry 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 Program using the four criteria headings (provided on page 8 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.

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 and send the original to the Australian Marketing Institute.

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COMPLETE YOUR SUBMISSION

All entries must be submitted online - there is no requirement to submit a hard copy entry. Hard copy entries will not be forwarded for judging. The Australian Marketing Institute must receive payment before entries will be judged.

To complete your submission you must submit the following:

- Full payment
- Signed Client Approval Form (if applicable)
- Supporting material on DVD (if applicable)

Payment to be sent to:

Australian Marketing Institute
GPO Box 5295
Sydney NSW 2001

Entry Fees

AMI MEMBER \$220

NON AMI MEMBER \$330

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.

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.
- Each entry can be submitted in one state only or specifically into the National Awards.
- 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 at the Hilton Sydney on 19 October 2011.

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 2011 Australian Marketing Institute Awards for Marketing Excellence.

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2011 Award Categories:

- Brand Extension ● Brand Revitalisation ● Consumer Insight ● Corporate Social Responsibility
- Education ● Experiential and Brand Experiences ● Green Marketing ● Incentive Marketing
- Internal Marketing ● Loyalty Programs ● Marketing Communications (Business to Consumer)
- Marketing Communications (Business to Business) ● Multimedia and Interactive ● New Brand
- New Product/Service Launch ● Relationship Marketing ● Social Marketing ● Sponsorship

ENTRIES CLOSE 5.00 PM
31 MAY 2011

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MORE INFORMATION Tel: 1300 737 445 | Email: awards@ami.org.au | Website: www.ami.org.au/awards