



# CAMPAIGN AWARDS JUDGING CRITERIA

## INDICATIVE RATINGS

1. RATIONALE BEHIND THE MARKETING CAMPAIGN		15
1.1	Analysis of the market, consumer/customer needs, and the competition	
1.2	Consumer insights behind the campaign	
1.3	Definition of objectives	
2. MARKETING EXECUTION		40
2.1	Development and positioning of product or service	
	- Relevance to local market needs	
	- For international product/service, adaptations for local market (e.g. reformulation, repackaging, reformatting, new applications)	
2.2	Pricing	
	- Relevance to market environment and profit and sales objectives	
2.3	Sales or distribution channels	
	- Alignment of marketing objectives, resources, and target users	
	- Efficiency of channels used to reach target users	
2.4	Communication and promotion	
	- Impact on consumer/customer awareness, attitudes and usage	
2.5	People	
	- Whether staff are appropriately trained and well motivated to deliver the objectives of the campaign?	
	- How the people issues have been appropriately considered?	
	- How the people element was used to add value to the campaign?	
2.6	Overall integration of campaign elements and challenges in the process of marketing execution	
3. ORIGINALITY AND STRATEGIC IMPACT OF THE CAMPAIGN		15
3.1	For local campaign, elements of the campaign which are highly original and creative	
3.2	For international campaign, efforts to adapt to local market needs and elements which are highly creative	
3.3	The extent to which the campaign broke new ground in the industry and created a unique position for the company	
4. RESULTS		20
4.1	Marketing Results	12
	- The extent to which the results met marketing objectives	
	- Quantifiable measures (sales, market share, image improvement, changes in consumer/customer perceptions, consumer/customer satisfaction, etc.)	
4.2	Financial Results	8
	- The extent to which the results met financial objectives	
	- Quantifiable measures (profitability, return on investment etc.)	
	- Cost efficiency of marketing expenditure	
5. EXCEPTIONAL MERITORIOUS ASPECTS OF THE CAMPAIGN		10
5.1	Impact on and benefits to the future development of the company and/or the industry	
5.2	Learning for the company	
5.3	Business with Purpose	

**TOTAL: 100**