



# OUTSTANDING MARKETING PROFESSIONAL AWARD JUDGING CRITERIA

## INDICATIVE RATINGS

<b>1. SIGNATURE CAMPAIGN</b>	<b>60</b>
Please describe the single most successful marketing campaign which you have played a key role. The campaign should be launched after October 2018.	
<b>1.1 Please describe your contribution / involvement in the following areas:</b>	
1.1.1 Creativity / Innovativeness	15
1.1.2 Executorial Excellence	25
Please cite the efforts you have made in contributing to the executorial excellence of the campaign including:	
<ul style="list-style-type: none"><li>- achieving the campaign objectives</li><li>- meeting the campaign time-line</li><li>- meeting the campaign budget</li><li>- solving the problems encountered</li></ul>	
<b>1.2 Results</b>	<b>10</b>
In terms of sales achievement or in terms of other marketing results such as distribution, brand awareness, brand image, customer loyalty / retention, etc or in terms of the business value to the organization	
<b>1.3 Lesson Learned</b>	<b>10</b>
Key learnings that were applied in future campaigns	
<b>2. TRACK RECORD HIGHLIGHTS</b>	<b>30</b>
Other than the signature campaign above, please describe your achievements over the course of your career in the following areas:	
<b>2.1 Marketing Achievements</b>	<b>20</b>
Please cite up to three marketing campaigns over the last five years that you feel represent excellence in marketing and briefly describe your role / contributions to the campaigns.	
<b>2.2 Personal Achievements</b>	<b>10</b>
<ul style="list-style-type: none"><li>- Academic, professional awards and other public recognition related to marketing</li><li>- Career achievements</li></ul>	
<b>3. SELF-IMPROVEMENT PLAN</b>	<b>10</b>
Please describe how you intend to improve yourself to further your marketing career.	

**TOTAL: 100**