



# DISTINGUISHED MARKETING LEADERSHIP AWARD JUDGING CRITERIA

## INDICATIVE RATINGS

### 1. SIGNATURE CAMPAIGN 40

Please describe the single most successful marketing campaign which you have played a key role. The campaign should be launched after October 2018.

#### 1.1 Please describe your contribution / involvement in the following areas:

- |   |   |
|---|---|
| 1.1.1 Creativity / Innovativeness                           | 8 |
| 1.1.2 Leadership and Executional Excellence of the Campaign | 8 |
| 1.1.3 Strategic Thinking behind the Campaign                | 9 |

#### 1.2 Results 10

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

#### 1.3 Lesson Learned 5

Key learnings that were applied in future campaigns

### 2. TRACK RECORD HIGHLIGHTS 45

Other than the signature campaign above, please describe your achievements over the course of your career in the following areas:

#### 2.1 Marketing Achievements 20

Please cite up to three marketing campaigns over the last ten years that you feel represent excellence in marketing and briefly describe your role / contributions to the campaigns.

#### 2.2 Achievements in the Leadership of the Marketing Function in the Organization / or Client Organization 10

Please describe how you have helped to improve and develop the marketing capability of your current and / or previous organization(s).

#### 2.3 Contributions to the Strategic Business Direction of the Organization / or Client Organization 10

Please describe very specifically how you have contributed to or influenced your current and / or previous organization(s) in following areas:

- 2.3.1 Strategic Business Direction
- 2.3.2 Business Growth
- 2.3.3 Profitability

#### 2.4 Personal Achievements 5

- Academic, professional awards and other public recognition related to marketing
- Career achievements

### 3. GENERAL CONTRIBUTIONS 15

Contributions to the marketing development of the business community (marketing-related aspects such as efforts in training, grooming, pro-bono work etc.)

**TOTAL: 100**