



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