



**PEOPLE
AWARDS**

2019 ENTRY FORM

Marketer of the Year

The winning marketing person will be able to demonstrate the implementation of successful and innovative marketing strategies and campaigns. It recognises marketers that can demonstrate that their leadership has been instrumental to the success of their organisation.

The judges will be looking for:

- Evidence of how the organisation's marketing strategy has significantly contributed to business growth or recovery
- Examples of innovative marketing strategies or campaign led by the nominee
- Evidence of how the marketing campaign is excelling against its KPIs
- Examples of how the nominee is using evaluation and measurement to drive a successful marketing strategy

Before completing this form, please read the rules of entry and terms and conditions [HERE](#).

How to enter

- **Type your answers on this form**, addressing each of the key areas listed below.
- We understand that some information provided may be confidential and commercially sensitive, however please note that some entry details may be published throughout the Awards process. If you require any details to remain confidential please **indicate this within your entry form**.
- You may upload **additional supporting materials** in a PowerPoint presentation and/or short video along with your entry – up to four slides and no more than 50 MB.
- The total of all your answers ('Your entry' Q3–6) must not exceed the word count of **850 words**.

Your entry

1. Nominee name(s):

(Note: this name will appear on promotional materials and, if your entry is successful, at the Awards event)

2. Nominee/team role: (50 words)

3. Top three achievements: (300 words)

4. Challenges overcome: (200 words)

Your entry (cont.)

5. Impact on business/suppliers/sector/community (250 words)

6. Summary of why you should win (100 words)

Once you have completed your form, make sure to save it then upload it to the online entry system by clicking [HERE](#).