

# Criteria for Entry

The purpose of Professional Excellence Awards is to honour marketing excellence in each of 6 professional categories and your organisation may apply directly for up to THREE (and only three) awards in this group plus ONE category in the Sectoral Excellence awards group. (Please Note: marketing applicant companies may cite an independent marketing services business as a co applicant for a Professional Excellence award).

This application is intended only for the purpose of preparing and submitting an entry for the Best Brand Programme 2010. If you would prefer to submit an entry for an alternative Professional Excellence award then you should download the appropriate category criteria from [www.cimireland.org](http://www.cimireland.org).

## Best Brand Programme 2010

While the exploitation of brands is very much a late 19th century construct, one of the world's first commercial brands was that of Guinness, established in 1759. The endowment of product personality around brand names has been a major marketing driver for the last century and prominent brand names have often become household names and have a track record in securing and holding market share in the business-to-business and business-to-consumer markets, and often at premium prices.

This award honours the Best Brand Programme of 2010 that has been undertaken by a company, and which has contributed to outstanding sales growth and profitability.

To receive a Professional Marketing Award, the applicant must demonstrate the positive outcome that has resulted from outstanding marketing performance in the last twelve months for the company, division or other unit of management and applicants will be expected to present evidence of that performance output and the strategic and financial benefits that have been derived

**In evaluating entries for this category, the judges will be especially mindful of the following factors:**

- The extent to which your company has demonstrated clear vision and leadership, utilised and harnessed the marketing talent of the team, and instituted and managed a successful commercial outcome;
- How the team set about its brand development planning, and the market intelligence that guided the development of clear measurable objectives, strategies and marketing tactics, and the creative and innovative programme that delivered outstanding commercial success;
- The measures taken by your company to address and manage market entry and growth, and sustain market share over the next 12 to 36 months and/or the steps taken by your company to reinvigorate a mature brand in a competitive market.

In applying for this category, applicant marketing companies may cite an outsourced marketing service provider as a co-applicant for this award if appropriate. However in such circumstances, where the working arrangements take the form of a joint venture, then the applicants may apply jointly.

### COMPLETING YOUR APPLICATION

The scope, content and style of your submission is entirely up to you. However it **MUST** include a table that shows the under noted information. You should also refer to the Rules for Entry for further information on layout specification:

Sales Turnover of the Business (data should be specified for last year & your current year, plus forecast for next year)

Sales Turnover of Project Activity (related to this application if the subject relates to a portion of the business – data must be provided for last year & your current year, plus forecast for next year)

Marketing Investment in the Project (committed to the project last year, your current year & forecast for next year)

Marketing Contribution in the Project (sales less marketing investment for each of the three years)

