

# 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 On-Line Marketing 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 On-Line Marketing Programme 2010

A feature of contemporary business is the extent to which on-line communication, and more specifically on-line marketing, has changed the face of global commerce in ways that were unimaginable a decade ago. Today businesses recognise that their commercial success depends on the effectiveness of their on-line output, their capacity to engage with customers, suppliers and other stakeholders and how they use on-line facilities to market the company and its products. Indeed many companies also use on-line media to sell goods and services and to purchase supplies.

This award honours the Best On-Line Marketing Programme that has generated outstanding communication effectiveness, leading to enhanced marketing performance and success.

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 scoping its on-line needs, the planning process that was pursued, taking account of market intelligence, the establishment of clear measurable objectives, strategies and marketing tactics, and the creativity and innovation that was employed;
- The measures taken by your company to generate revenue using on-line facilities or other tangible outputs and how this dovetailed with wider marketing objectives.

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)

