

# CIM MARKETING AWARDS

# Welcome to the CIM Marketing Awards 2010

Welcome to this, the eleventh annual Marketing Awards programme that is hosted by The Chartered Institute of Marketing to honour the best in professional marketing throughout industry, commerce and the public/social sectors. Open to all businesses in Northern Ireland and the Republic of Ireland, the CIM Marketing Awards has become firmly established as the premier awards event that pays tribute to marketing excellence in businesses from young start up enterprises to major global companies.

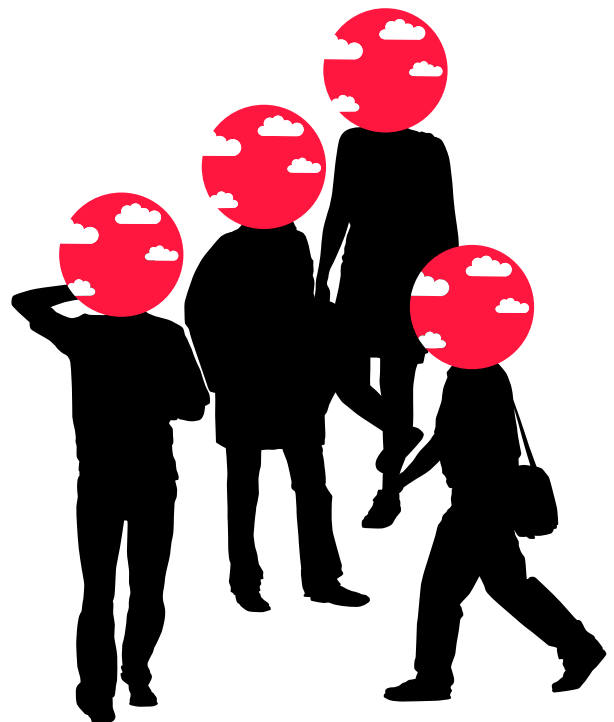
Those who have followed the awards over the years will recognise that we periodically introduce changes to the scope and delivery of the programme to align it as closely as possible with the development and application of marketing in the workplace and society whom we serve. For the current programme we have introduced some minor changes to the award categories to broaden access to businesses and to honour the role of marketing leadership and marketing teams. There have also been some changes to the awards timetable to allow more time to accommodate entries from applicants.

To take full advantage of your opportunity to compete successfully in the programme, I urge you to take the time to review your organisation's achievements and put together your winning entry for the Marketing Awards 2010. Entry is FREE to any of the 12 categories and the detailed criteria for entry and judging for this and other categories is accessible at [www.cimireland.org](http://www.cimireland.org)

The closing date for receipt of entries is 12noon Thursday 4th March 2010 and all winners will be announced at a gala awards ceremony to be held at Ramada Hotel, Shaw's Bridge Belfast on Thursday 20th May 2010

On behalf of the Institute and our sponsors, I take this opportunity to wish you good fortune for the CIM Marketing Awards 2010.

Charles Fulton FCIM  
Chair, CIM Ireland



The Chartered  
Institute of Marketing

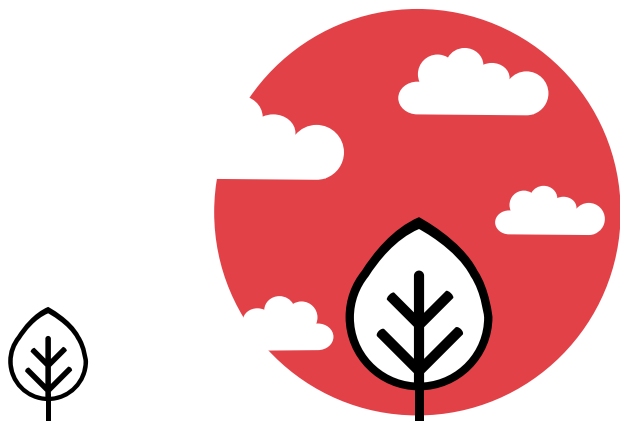
## Awards Overview

This is the eleventh successive year of the CIM Ireland Marketing Awards, which has emerged to become the most prestigious awards programme of its type that is open to all businesses in Ireland, and entry is FREE. You are not required to be a CIM member to enter the awards.

### There is a threefold purpose behind the programme:

- To honour marketing innovation, enterprise and performance in Irish businesses;
- To pay tribute to marketing teams who demonstrate extraordinary capacity to serve the needs of customers with innovative products and services; and
- To revere the marketing professionalism of those who lead these successful teams.

The awards programme is designed and hosted by The Chartered Institute of Marketing in conjunction with a host of project partners. CIM is the world's largest professional marketing organisation, a not for profit body that is dedicated to the pursuit of marketing excellence for the betterment of the economy and society. The Institute represents the interests of the marketing profession in more than 130 countries around the world and the Board of CIM Ireland is elected by the Institute's membership in Ireland and maintains a full regional programme for marketing professionals.



## About the Awards

You will note that the 12 award categories in this year's programme are clustered into three distinct groups, as follows:

**Sectoral Excellence Awards:** these awards honour marketing excellence in each of 4 core sectors that reflect contemporary business;

- Marketing Excellence Award (Manufacturing Sector) 2010
- Marketing Excellence Award (Services Sector) 2010
- Marketing Excellence Award (Retail Sector) 2010
- Marketing Excellence Award (Social & Public Sector) 2010

**Professional Excellence Awards:** this group of awards celebrate corporate and team marketing excellence in each of 6 professional categories. (Applicant businesses may cite an independent marketing services business as a co applicant where appropriate), and

- Best Marketing Campaign 2010
- Best On-Line Marketing Programme 2010
- Best Brand Programme 2010
- Best Marketing Team 2010
- The Professor William Clarke Award;  
Best Performing Young Marketing Business 2010
- Best Performing Marketing Business 2010

**Personal Excellence Awards:** the two awards in this group honour the outstanding contribution of marketing professionals as individuals in the success of an enterprise and/or their role in educating, training and mentoring success in others.

- Young Marketer of the Year (2010)
- Marketing Director of the Year (2010)

Applicant companies may apply for **ONE** category from the Sectoral Excellence awards group and up to **THREE** categories in the Professional Excellence awards group. However, applications for either of the Personal Excellence awards can only be received by way of third party nomination. Self-nominations for any category in this group **CANNOT** be accepted.

## Dates for you Diary

### 12 noon Thursday 4 March 2010

Final opportunity to submit original application and 5 photocopies

### Thursday 20 May 2010

Celebratory Dinner and Marketing Awards 2010,  
Ramada Hotel, Shaw's Bridge, Belfast

## JUDGING PROCESS

After 8th March 2010, the judging panel will meet to review all applications and to draw up a short list of candidates. The list of Sectoral and Professional Excellence Awards will contain not more than 7 applications per category and the short listed candidates will be advised within 2 weeks of the judging. If selected, you may be invited to meet with the judging panel to make a presentation and to discuss your submission.

In relation to Personal Excellence Awards the short list will usually contain not more than 3 applications per category and the nominators will be advised accordingly. If the name of your nominee is selected, you may be invited to meet with the judging panel to make a presentation and to discuss your submission.

## SUBMITTING YOUR APPLICATION

All direct applications (and nominations) must conform to the Entry Criteria for respective categories, and the Rules for Entry. To be valid, applicants must use the official Application Form and completed applications (and nominations) must be received by post before noon on 4th March 2010 to the address below. Please include your original application and five photocopies.

CIM Marketing Awards 2010  
c/o Stakeholder Communications  
The Newsroom  
Fountain Centre  
Belfast BT1 6ET

Tel: 028 9033 9949  
Fax: 028 9033 9959  
Email: [deborahs@stakeholdergroup.com](mailto:deborahs@stakeholdergroup.com)



## RULES FOR ENTRY

1. Direct entries can be made by businesses to 10 of the 12 award categories in the 2010 programme subject to the following restrictions. Organisations may enter only 1 of the 4 categories in the Sectoral Excellence Awards and up to 3 of the available 6 categories of Professional Excellence Awards.
2. Direct entries are open to all companies, organisations, public sector providers and not for profit organisations subject to the following restrictions. Entries must be from businesses that are located in Ireland (Northern Ireland and/or Republic of Ireland) or have a significant marketing base in Ireland. Organisations based in Great Britain or Europe, and international organisations may enter but only their marketing activities within Ireland are eligible for consideration. Entries should be related to business activity between the dates of 1st January 2009 - 31st December 2009.
3. Direct entries for either of the 2 categories of Personal Excellence Awards are not permissible. Nominations for deserving award winners can only be received by way of third party nomination (individuals, companies or organisations). See Entry Criteria for full details. Please note that self-nominations will be discarded.
4. Entries for every category must be made using the official Application Form. This can be downloaded at [www.cimireland.org](http://www.cimireland.org) and should be supplemented with a maximum 4 sides of A4 sheet to include text and tables, not exceeding 2,000 words. Margins should be 2cm all round and the font should be Arial or Times Roman. The type size should not be less than 10 point. Entries that do not meet these restrictions may be excluded.
5. Applicants may provide modest presentational material to support their case (including marketing presentations, advertising/promotional material or other images, using Word, PowerPoint, Excel, 'pdf' or 'jpg' formats to be sent via email or on CD ROM. Limited hard copy material such as brochures or leaflets may be submitted but only in support of applications specified in Rule 4 above).
6. The Judging Panel may determine that representatives of short listed organisations who apply for a Sectoral Excellence and/or Professional Excellence awards be invited to attend a briefing with the Judging Panel in person, or via teleconferencing, by arrangement.
7. Short listed companies may also be asked to prove any claims made in their entries and/or to provide evidence that the business is in good financial standing.
8. The Judging Panel will involve senior marketers from Ireland. All information disclosed to the Judging Panel will remain confidential. The judges' decision will be final and no correspondence will be entered into. Entries must be received no later than 12 noon on 4th March. Entries must be sent to the address shown on the entry form. Failure to meet the deadline will result in disqualification.
9. The judging process will be undertaken in two stages. At the end of the first stage entries will be graded and applicants will be short listed and will be advised that they have been short listed. A short list will usually comprise not more than seven companies per category. The judges will then select winners and runners up from the short listed entries.
10. Short listed candidates must be prepared to attend the awards dinner to be held at Ramada, Shaws Bridge on 20th May 2010.
11. The Chartered Institute of Marketing or the award organisers will accept no responsibility for non-delivery/non-receipt of entries or associated materials. Entries will not be returned and will be destroyed at the end of the 2010 project.
12. CIM Ireland reserves the right to publicise winning entries but sensitive financial information will NOT be published without the express consent of applicants.

