

## 2021 ADIA Awards

### Marketing

#### What does this award recognise?

This category recognises excellence in marketing by an ADIA member that has launched a successful marketing campaign or project. Note: The ADIA accepts a wide definition of marketing and submissions can relate to a specific product or whole-of-business campaign, rebrand, launch or anything else designed to drive changes in customer or public behaviour.

#### Who can enter this award?

Open to all ADIA members that:

- Meet the above conditions
- Launched the marketing campaign between 1 July 2019 and 30 June 2020
- Can provide proof of success and target segment impact.
- Have not entered this category previously for this campaign.

#### Background information

Please start your award submission with the following information:

- Name of member (a company)

## **AWARD SUBMISSION QUESTIONS**

### **SECTION 1: OVERVIEW**

- a. Provide a brief overview of your organisation and its products / services, plus business history, organisational structure, and significant milestones. (Maximum 250 words. This question is NOT scored, but it will provide judges with important background information.)
- b. Very briefly describe the campaign. Was it a product launch, rebranding, new customer acquisition campaign or what? (Maximum 100 words. This question is NOT scored, but it will provide judges with important background information.)
- c. What specific targets were set for the campaign? Provide specific, measurable data. For example, if your campaign related to a product launch campaign then your targets may have been data such as projections for the number of units to be sold in the first 12 months, new customer growth, and / or increase in existing customer spend. (Maximum 150 words. This question is NOT scored but will be referred to during assessment of other responses.)

### **SECTION 2: OPPORTUNITY and RESEARCH**

- a. Outline what the marketing opportunity was designed to achieve and how you became aware of this opportunity. (Maximum 400 words. How much is this answer worth? 8%.)
- b. How and why did your organisation determine that this opportunity was worth pursuing? Include in your response the research undertaken that indicated the marketing campaign would be successful. (Maximum 400 words. How much is this answer worth? 8%.)

### **SECTION 3: PLANNING**

- a. Outline the strategy you used to ensure you would maximise benefit from the identified opportunity. (Maximum 400 words. How much is this answer worth? 8%.)
- b. What stakeholders did you involve in the campaign? What was their role? How did this involvement impact or improve the campaign outcomes? (Maximum 400 words. How much is this answer worth? 8%.)

### **SECTION 4: MONITORING and EVALUATION**

- a. What processes and tools were used to monitor and measure progress throughout the campaign development and launch? (Maximum 400 words. How much is this answer worth? 8%.)
- b. What adjustments to the campaign did you make during its implementation, and why? What were the outcomes of these changes? (Maximum 400 words. How much is this answer worth? 8%.)

### **SECTION 5: EXECUTION**

- a. Outline the major actions and associated timeline you adopted to launch or implement the campaign. (Maximum 400 words. How much is this answer worth? 8%.)
- b. List the major challenges faced throughout the planning and implementation, plus explain how you overcame each. Challenges could include, but are not limited to, market changes, competition, logistics, supply or distribution. (Maximum 400 words. How much is this answer worth? 8%.)

## **SECTION 6: PERFORMANCE and OUTCOMES**

- a. With the targets you provided in Section 1 in mind, how well has the campaign performed? Provide comparative data and consider the inclusion of customer feedback to support your response. (Maximum 600 words. How much is this answer worth? 12%.)
- b. Outline the ways in which the campaign went beyond regular expectations to demonstrate 'excellence'? (Maximum 600 words. How much is this answer worth? 12%.)
- c. How has this campaign improved your customer experience? (Maximum 600 words. How much is this answer worth? 12%.)