

# 2017 CIMPA AWARDS

## Application Information

### Clarification of Categories for Applicants

Thank you for your interest in the CIMPA Marketing Awards 2017.

This document will help you prepare your application. If you have any queries however, please do not hesitate to contact us: [info@cimpa.ky](mailto:info@cimpa.ky). Please note, we have one change this year: you must be a CIMPA member to apply.

### Judging Overview

Judging criteria for each category will be aligned to the four following elements:

#### **IMPACT**

How was this project or person impactful, effective and successful?

#### **ENGAGEMENT**

How did this project or person engage customers?

#### **INNOVATION**

Which innovative marketing elements (design/creative/strategy/ technical/promotional) were critical to the success of the brand development?

#### **DIFFERENTIATION**

What makes this work/their work stand out and gain competitive edge?

### Award Criteria

On the next page we have provided a brief explanation for each of the marketing categories that you can submit to. We have deliberately left the categories broad, to ensure the awards are encompassing and accessible to businesses, non-profits and government agencies, big and small!

## 1. Marketing Campaign of the Year

This category seeks to highlight the best marketing campaign of 2015/16. The activity must have included a full media mix and comms support and we would like to see the full suite of creative execution as part of the application. The campaign submitted could have run for any length of time from January 2015 until December 2016. The campaign content could be related to seasonal promotions (holiday season, peak periods of trading etc.) or product specific activity (such as new product launches, sales etc). Include in your submission what made this campaign so special and successful – it may be that you changed your strategy, tried new media channels or just tried something new. Let's not ignore the tried and tested either – if you run a campaign that continues to deliver for you year in year out, please include this as a contender. If you can include sales information to link the campaign to success indicators, that would be preferable.

## 2. Brand of the Year

Brand of the Year - marketing professionals have to routinely evolve their brand to keep their target market engaged and the competitors out of the running. If you have developed a brand, either through communications, strategy or creative development then this category is for you. You may have repositioned your brand, aligned a better communications and messaging strategy or updated the look and feel of your brand. We are looking to see a shift change in brand engagement for 2015/2016. Please include previous brand work to show a comparison/highlight the change. To help the judges understand your brand, outline the core brand position and how you have developed your creative and strategy to deliver your marketing and comms goals.

## 3. Digital Campaign of the Year

Digital is GROWING in Cayman and many companies are taking advantage of an engaged local population. This category aims to highlight campaigns that leverage their digital platform and link media channels – i.e. a holistic approach to digital has been taken, linking websites (often the key digital platform) to online media and advertising, as well as (or) encompassing more traditional media channels (such as press ads or PR activity). If you have launched a new website and it's doing amazing things for your business, this is the category for you. We are looking for successful digital that works as part of a mix and has delivered well on success indicators, such as improved sales.

## 4. Agency of the Year

Calling all agencies! This award is for the creative, digital and full service agencies that deliver amazing marketing results. You need to be nominated by A CLIENT who thinks you are fantastic and you have delivered a marketing campaign or product of award winning caliber. Clients need to include robust evidence as to how the agency has made a positive impact on your business, as part of the application.

## 5. Market Disruptor of the Year

Some of the best marketing results are done on a shoestring, some of the best marketing strategists not only think outside the box but they throw the box out of the front door! 'Disruption' is a big buzzword in marketing and can come in many different forms, including street teams and digital execution. If you have created a disruptive element to your brand, this is the category for you.

## 6. Video of the Year

Cayman Islands marketing is all about the strength of visual creative – and what better way to celebrate this and recognize industry leading skills than with a 'video of the year'. We are looking for objective

results though – not just pretty videos. How has your video improved your brand position? What has the message in the video delivered, what was the sales uplift or relevant indicator of success? We think video is an integral part of the marketing mix, so we want to see how what success in 2015/16 really looks like for this category.

### **7. Marketing Newcomer of the Year**

If you are a new business that has popped up and engaged the Cayman Islands populous or there is a ‘new’ (meaning new to the Island or new to the profession) marketing professional in your business, this award is for you. We would like to see how you have raised the business profile and ensured that brand awareness and performance has been optimized. How have you hit the ground running and what does this look like in terms of brand equity or success?

### **8. Marketer of the Year**

If your company hires an exceptional marketing professional or you have an agency account manager that you feel is delivering exceptional activity, please submit to this category. The application asks you to outline specifics and the judging criteria above gives a good overview of what we are looking for in this prestigious award... results are absolutely key here.



Cayman Islands Marketing Professionals Association

**AWARDS 2017**

# Application Form

NAME

ORGANIZATION WORK WAS COMPLETED BY/FOR:

CONTACT PHONE

CONTACT EMAIL:

SUBMISSION CATEGORY 1  2  3  4  5  6  7  8

PROJECT OVERVIEW (PLEASE KEEP TO 150 WORDS):

PLEASE INDICATE HOW THIS PROJECT OR PERSON HAS HELPED DELIVER MARKETING SUCCESS?\*

HOW HAS THIS PROJECT OR PERSON PROGRESSED THE BRAND?\*

WHAT INNOVATIVE TECHNICAL, CREATIVE OR DESIGN ELEMENTS WERE DEVELOPED AS PART OF THIS PROJECT OR HAS THIS PERSON PIONEERED SUCCESSFULLY?\*

CRITERIA SPECIFIC STATEMENT: PLEASE PROVIDE A STATEMENT RELATIVE TO THE CATEGORY YOU ARE APPLYING FOR (I.E. MARKETING CAMPAIGN OF THE YEAR, BEST OF BRAND ETC).\*

\*NO MORE THAN 250 WORDS PER ANSWER PLEASE.

PLEASE PROVIDE A REFERENCE:

Please provide supporting creative, video, links to live sites, strategic overview and budget (if relevant). This is essentially what you will be judged on, so please include as much information as possible. If you want to provide a dropbox link, please save all information into ONE FILE and share this link with us below. Please note number of elements attached to this email for clarity:

DROPBOX LINK:

#### HOW WILL YOUR WORK BE JUDGED?

Your work will be submitted to a coordinator and then provided to three independent judges. At no point will your work be shared with anyone else during the judging process. The judges have signed a confidentiality agreement, so do not be afraid to submit important supporting information with your application. A judging matrix has been developed for transparency and fairness - your work will be scored according to this matrix. Three of the judges will be off-island, ensuring the judging is bias-free.

#### THE FOUR JUDGING CRITERIA CATEGORIES ARE:

**IMPACT:** How was this project or person impactful, effective and successful?

**ENGAGEMENT:** How did this project or person engage customers?

**INNOVATION:** Which innovative marketing elements (design/creative/strategy/technical/promotional) were critical to the success of the brand development?

**DIFFERENTIATION:** What makes this work/their work stand out and gain competitive edge?

The weightings will change depending on each category.

Please submit this form, plus supporting creative to [info@cimpa.ky](mailto:info@cimpa.ky).

Don't forget you must be a CIMPA member to apply!

**SUBMISSION DEADLINE: 31ST AUGUST**

#### WHEN WILL I HEAR?

You will hear back from CIMPA by 9th October if you have been shortlisted.

Finalists... you will be notified if you have been selected as one of the finalists in your category. If so, you will be required to present your work at the Awards Ceremony.

