

LEADERSHIP (20%)

CHARACTER (20%)

CAMPAIGNS (25%)

RESULTS & IMPACT (25%)

QUALITY (10%)

DESCRIPTION

Did the candidate generate a dialogue of importance for their organization, industry, or community that benefited the organization and/or the industry as a whole? Develop new directions, or push the industry forward? Build value for the industry, community or organization in the ecosystem? Solve problems, technical or process-related, central to the practice or well-being of the industry or organization? Execute change that the industry esteems as a defining accomplishment in this past year?

Did the candidate offer more of their time than reasonably expected to give back to the community? Garner a reputation of leadership amongst their peers? Achieve the respect and admiration of friends and competitors, as the 'go to' person for their skills? Challenge the industry to greater achievement? Transcend politics and offer unbiased leadership in the tasks that were achieved?

Using at least three examples of campaigns and/or marketing initiatives, provide an explanation of how the campaigns were implemented and their level of success. How creative or sophisticated was the campaign in its use of solving a complicated problem with an innovative solution? What strategies were used and why? What sets this campaign apart from others? What were your campaign budgets and how did you use them? And, what impact did the campaign have on the market?

Did the candidate achieve concrete results? Are these results acknowledged by the organisation and/or industry? Provide examples.

Is the submission well written? Does it flow? Is it easy for the reader to understand?

EXAMPLE

An individual who is contributing to the community and working to advance the marketing industry in Cayman and/or abroad through the work in their organization or in the community.

An individual who gives back to the community by volunteering, mentoring and generally going above-and-beyond to help individuals and organizations.

A description of the marketing campaign activities deployed using marketing terminology, showing a strategic approach, highlighting new technologies or applications, impressive timelines, savvy budgets.

Concrete examples of results – both from the candidate, peers and the industry. Reference letters or testimonials are encouraged from company, competitors and industry.

Video, relevant images, examples, screenshots, easy to understand. Examples of the individual's work and references or testimonials.

FOR 5 POINTS

The submission shows several examples of how the candidate is pioneering change within the marketing industry. They are driving industry trends and executing change in the industry. Examples are shown where the candidate had to step up and take ownership to solve problems and be an advocate for the goals of the organization or community.

The submission shows that the candidate is volunteering in the community more than one would reasonably expect. They've included specifics of their multiple volunteer engagements and are working to give back the community in a meaningful way. This can include volunteer board positions. This submission includes a testimonial from someone that they work with on their community initiatives.

The submission indicates 'outside of the box' thinking to implement a creative solution that shows marketing and messaging mastery with regards to the identified objective and target audience. It includes examples of the work completed.

Changes in ROI, revenue, profits, sales, or a variety of supplemental metrics that create the full picture to show how the campaigns or marketing initiatives performed. Video testimonial about the candidates work is included.

A clear presentation from beginning to end that is written well and incorporates great videos, relevant screenshots and/or examples.

FOR 4 POINTS

This submission has one example of how the candidate is pioneering change within the marketing industry and has worked to move the industry forward in their role in their organization or within the community.

This submission shows regular engagements of time intensive volunteer engagements and/or un-paid community involvements. No testimonial is included.

Very creative solution and use of innovative technology or delivery. Good use of content, messaging, and visual design, to a targeted audience to achieve a defined objective.

New leads, new business opportunities and other lead generation metrics not specifically tied to revenue. Testimonial of the candidates work is included.

Great flow and writing quality that has good examples/images.

FOR 3 POINTS

The individual is a leader in their organization and has pushed to solve problems and build value in their role. This individual is building a strong reputation for the marketing community in execution of their role.

This individual commits to a regular volunteer role in on ongoing basis though the time and resource demands of this position are low.

Some creative thinking and an unconventional approach to the content and messaging which appears to be developed based on a strategy, though is not executed in a manner that takes the specific audience or objectives into consideration.

Some ROI and results included.

Good writing quality and good screenshots showing the product and the work.

FOR 2 POINTS

The individual plays a leadership role in their organization in a standard way.

This individual volunteers casually in a non-committed engagement.

This application has some creative thinking and an innovative use of some areas of content and design, but there is no defined audience or objectives.

Has shown limited results/impact on the campaigns and initiatives.

Subpar writing and/or screenshots of irrelevant pieces of the campaign.

FOR 1 POINT

No examples were given to show how the individual is a leader in the community or in their organization.

No examples were given to show how the individual is contributing to the community through volunteer or non-paid work.

This application describes the use of common approaches to deliver a simple campaign to an undefined audience. It does not include examples of the work completed.

Has not satisfactorily shown the results or impact on the on campaigns and initiatives. No testimonial is included.

Poor writing quality and/or no images or screenshots.