

# AGENCY



	TEAM	WORK	COMMUNITY IMPACT	RESULTS	QUALITY
	15%	25%	25%	25%	10%
DESCRIPTION	Has this team worked together and as individuals to further the marketing industry in the Cayman Islands and abroad? Are they thought-leaders who are the go-to resources in the community? Are they furthering the reputation of marketing and finding innovative approaches to issues in the industry?	Using at least three examples of campaigns and 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?	What impact has your agency had on the community? Community impact may include sponsorships, volunteer engagements, educational and training initiatives, and other ways that you give back to the community. While individual contributions may be considered, this is about what your agency is doing to make a difference in the community and in the industry.	Did the agency achieve concrete results? Are these results acknowledged by the industry? Provide samples.	Is the submission well written? Does it flow? Is it easy for the reader to understand?
EXAMPLE	An agency team made up of multiple individuals who are actively advancing the marketing industry and raising the bar in the community.	A description of the marketing campaign activities deployed using marketing terminology, showing a strategic approach, highlighting new technologies or applications, impressive timelines, savvy budgets.	An agency who is contributing to the community and also working to advance the marketing industry in Cayman and/or abroad.	Concrete examples of results. Testimonials are encouraged from client.	Video, relevant images, examples, screenshots, easy to understand. Examples of the individual's work and references or testimonials.
FOR 5 POINTS	This submission includes information about the team, and includes a short video of the team. Examples are given to how the team works together to achieve their goals. Individual team members are mentioned and their contributions highlighted.	The submission indicates 'outside of the box' thinking to implement creative solutions that shows marketing and messaging mastery with regards to the identified objective and target audience. It includes examples of the work completed via videos, images and/or screenshots.	This agency is regularly giving back to the community with volunteer work, donating their time and services as an agency to help other individuals and organizations. This agency is giving back by mentoring and training others in the marketing industry. A testimonial of their impact by a community partner is included.	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.	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 includes information about the team, including a team photo. Examples are given to how the team works together to achieve their goals. Individual team members are mentioned and their contributions highlighted.	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.	This agency is regularly giving back to the community with volunteer work, donating their time and services as an agency to help other individuals and organizations. This agency is giving back by mentoring and training others in the marketing industry. A testimonial of their impact by a community partner is not included.	New leads, new business opportunities and other lead generation metrics not specifically tied to revenue.	Great flow and writing quality that has good examples/images.
FOR 3 POINTS	This submission includes information about the team, including a team photo. Only one individual team member is mentioned and their contributions highlighted.	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.	This agency donates their services to help organizations who are otherwise unable to pay for them.	Some ROI and results included.	Good writing quality and good screenshots showing the product and the work.
FOR 2 POINTS	This submission introduces the team but does not highlight the specific contributions of the team or of any individuals.	This application has some creative thinking and a an innovative use of some areas of content and, visual design, but the marketing initiatives have no defined audiences or objectives.	Individuals at this agency volunteer in the community. Agency-wide initiatives are not mentioned.	Has shown limited results/ impact on the campaigns and initiatives.	Subpar writing and/or screenshots of irrelevant pieces of the campaign.
FOR 1 POINTS	This submission does not include information about the team nor any individual team members.	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.	No examples were given to show how the agency is making a positive impact on the community.	Has not satisfactorily shown the results or impact on the on campaigns and initiatives.	Poor writing quality and/ or no images or screenshots.