



2023 Awards Category Descriptions

AGENCY OF THE YEAR

Did your agency produce stellar work this past year? Did you excel at creating multi-platform campaigns? Did you innovate to deliver results above and beyond client expectations? Are your team leading the way in the local marketing industry and making a difference in the community? Whether you're a full-service, creative, or digital agency, we want to see what makes you stand out against the rest. Share three examples of work that delivered amazing results, their goals, and how they were met. You will be judged on how well your campaign was developed and executed, its creativity, impact, engagement, innovation and differentiation.

THE AGENCY SUBMITS; THE AGENCY WINS.

- Agency Name
- Your Name
- Email Address
- Agency Team Photo
- Logo
- Summary (150 words)
- Consent (client/org)
- Consent (materials shown)
- Submission



BRAND OF THE YEAR

Are you an inspirational organisation that has clearly excelled in its marketing performance? We're looking for evidence of 'the power of brand', whether through the creation of a new product or service from an existing brand, the launch of a brand-new business, or the successful management of a longstanding brand in the local marketplace. Share your projects and campaigns, their objectives, and how they were met. Nominations must be submitted directly by the brand. You will be judged on how your marketing and communications strategy, creative research and development, creation of and adherence to clear brand values and guidelines, and consistent implementation of these across brand assets, has delivered results over the past year.

THE BRAND SUBMITS; THE BRAND WINS.

- Brand Name
- Your Name
- Email Address
- Logo
- Summary (150 words)
- Consent (client/org)
- Consent (materials shown)
- Submission

CAMPAIGN OF THE YEAR

The Campaign of the Year award highlights the best of the best; it recognises ingenuity, craft, and a mastery of the industry to which it belongs. Whether your campaign spanned multiple platforms or dove head first into only one, we want to see your organisation's most successful work. Campaigns can be newly developed, or recently revised to capture a shifting target market, and should have positively impacted your business in the last year. Share your journey with this project, including the campaign's marketing mix and deliverables, its objectives, and how they were met. You will be judged on how well your campaign was developed and executed, its creativity, impact, engagement, innovation and differentiation.

THE AGENCY OR THE BRAND SUBMITS; THE CAMPAIGN WINS.

- Campaign Name
- Company Name
- Your Name
- Email Address
- Company Logo
- Summary (150 words)
- Consent (client/org)
- Consent (materials shown)
- Submission

COMMUNITY IMPACT OF THE YEAR

CIMPA wants to recognise the talent and dedication it takes to create and execute a successful community impact project. If your agency or organisation created a project, or built on an existing one, that impacted the community in a positive way, this category is for you. Share your project or campaign, its objectives, and how they were met. Nominations can be submitted by either the organisation (not-for-profit or for-profit) or the agency. Your submission will be judged on impact, engagement, innovation, and differentiation.

THE NOT-FOR-PROFIT, FOR-PROFIT, OR AGENCY SUBMITS; THE NOT-FOR-PROFIT, FOR-PROFIT, OR AGENCY WINS.

- Campaign Name
- Company / Organization Name
- Your Name
- Email Address
- Company Logo
- Summary (150 words)
- Consent (client/org)
- Consent (materials shown)
- Submission

CREATIVE PROFESSIONAL OF THE YEAR

Are you a creative thinker dedicated to your passion and community? Creative thinkers and doers make up the heart of our industry. They strive to perfect their craft, showcase their personality through their work, and step outside of the box when it comes to executing a campaign or capturing the essence of their subject. We want to see a selection of work that represents the creative professional. Share what the objectives were and how they were met. Nominations can be submitted by either the employer, client or the individual themselves. Nominees will be judged on impact, innovation, style, expertise, creativity, and drive. The creative individual is defined as a photographer, graphic designer, videographer, copywriter, creative designer, content creator, illustrator, food stylist, event designer, etc.

THE ORGANISATION, CLIENT, OR INDIVIDUAL NOMINATES; THE INDIVIDUAL WINS.

- Your Name
- Email Address
- Company / Organization Name
- Company Logo
- Headshot
- Biography (150 words)
- Summary (150 words)
- Consent (client/org)
- Consent (materials shown)
- Submission

MARKETER OF THE YEAR

We are looking for the best of the best. A marketer who embodies the best the marketing profession has to offer, with notable professional accomplishments, integrity, innovation and service to the community. If your company has an outstanding marketing professional or you have an agency account manager that you feel is delivering exceptional activity, the Marketer of the Year award recognises these achievements. From demonstrable ROI to innovative marketing techniques, we want to see the projects that you are truly proud of, and how you have delivered exceptional results. Share three examples of work, their objectives, and how they were met. Nominations can be submitted by either the employee, client or the individual themselves. Nominee must have been in the marketing industry for three years or more. Nominees will be judged on impact, innovation, leadership, community involvement, expertise, and drive.

THE ORGANISATION OR INDIVIDUAL NOMINATES; THE INDIVIDUAL WINS.

- Your Name
- Email Address
- Company / Organization Name
- Company Logo
- Headshot
- Biography (150 words)
- Summary (150 words)
- Consent (client/org)
- Consent (materials shown)
- Submission



RISING STAR OF THE YEAR

CIMPA wants to recognise the brightest young talent of our marketing community. Do you know somebody new to the marketing industry (three years or less working in a marketing, advertising, or other industry related role), or are you yourself making waves and showing competence, aptitude and innovation in the marketing field? If you're achieving outstanding results through your love for marketing and bringing new, successful techniques to your role, the Rising Star award recognises these achievements. Share three examples of your work that made strides, their objectives and how they were met. Nominations can be submitted by either the employer, the individual themselves, or a client. Nominees will be judged on impact, competence, innovation, initiative, community involvement and drive.

THE ORGANISATION OR INDIVIDUAL NOMINATES; THE INDIVIDUAL WINS.

- Your Name
- Email Address
- Company / Organization Name
- Company Logo
- Headshot
- Biography (150 words)
- Summary (150 words)
- Consent (client/org)
- Consent (materials shown)
- Submission

VIDEO OF THE YEAR

Whether you've produced a stand-alone video or one to complement a campaign, this award focuses on the ingenuity and creativity that delivered an exceptional piece of work. Impact and results are important, but we're also looking for innovation, creativity, strategy, technical expertise and a solid message. Share your video, its objectives, and how they were met. Nominees can be submitted by either the agency or the brand. Your submission will be judged on strategy, content, style, creativity, and impact.

THE AGENCY OR THE BRAND SUBMITS; THE VIDEO WINS.

- Video Name
- Video link
- Your Name
- Email Address
- Company / Agency Name
- Company Logo
- Summary (150 words)
- Consent (client/org)
- Consent (materials shown)
- Submission

WEBSITE OR APP OF THE YEAR

Websites and dedicated apps are designed to make the life of the user better and we're here to recognise the show-stoppers. Did you launch a beautifully designed, wonderfully user-friendly, excitedly innovative website or dedicated app this year? Share your site or app, your objectives and how you met them. Nominations can be submitted by either the agency or the brand. Your submission will be judged on the demonstrable creative and technical solutions that were used to meet the challenge objectives, and the results that you were able to achieve.

THE AGENCY OR THE BRAND SUBMITS; THE WEBSITE WINS.

- Website / App Name
- Link
- Your Name
- Email Address
- Company / Agency Name
- Company Logo
- Summary (150 words)
- Consent (client/org)
- Consent (materials shown)
- Submission

