

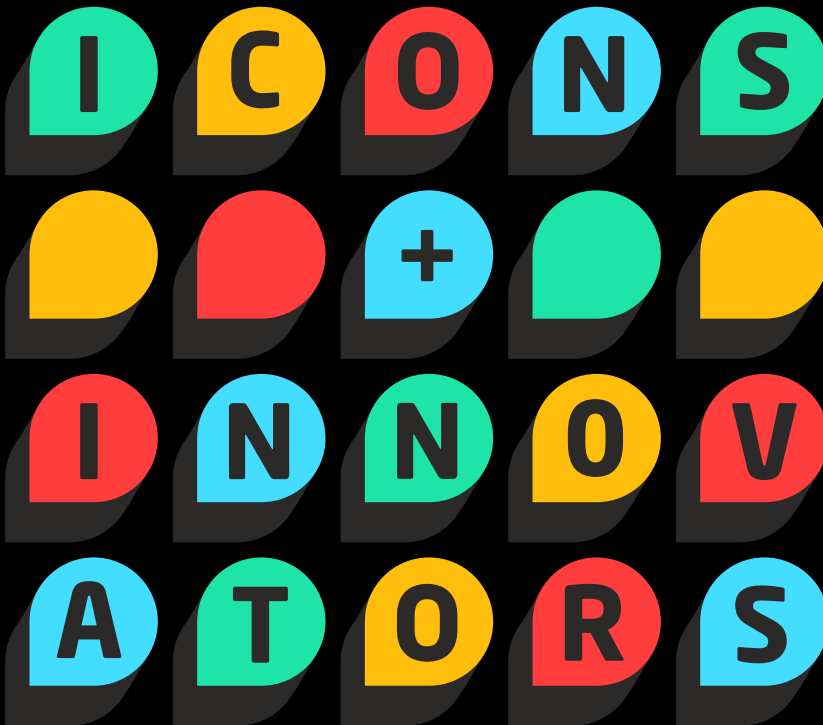
WEBSITE / APP OF THE YEAR
VIDEO OF THE YEAR
CAMPAIGN OF THE YEAR
BRAND OF THE YEAR
COMMUNITY IMPACT OF THE YEAR
MARKETER OF THE YEAR
CREATIVE PROFESSIONAL OF THE YEAR
RISING STAR OF THE YEAR
AGENCY OF THE YEAR



12 OCT



cimpa AWARDS:



HOTEL INDIGO, GRAND CAYMAN



CIMPA AWARDS: *Overview*

Each year, the marketing community in the Cayman Islands drives **iconic** and **innovative** campaigns that not only wow audiences but also uplift businesses and contribute to the greater good of our community. Every industry and business depends on strategic marketing and communication, which are vital to our economy.

The CIMPA Awards celebrate those who go above and beyond, recognizing the creative professionals, agencies, and organizations that make a lasting impact. These awards also offer a unique opportunity for networking, allowing us to unite, celebrate, and acknowledge the hard work that powers Cayman's amazing brands and businesses.

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Eligible entries must have been first use between 2023 calendar year through to July 2024.



CIMPA AWARDS:

Website/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, user-friendly, 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
- Your Email
- Company/Organisation Name
- Agency Name (if applicable)
- Company Logo (max 10 MB)
- Project Description (250 words min)

Additional Details:

Please provide any additional information, achievements, or insights that you believe are relevant to your nomination. (Min 300 words)

Share Supporting Materials

(Upload 1 single zip file that contains campaign visuals, links, videos, etc)



CIMPA AWARDS: *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 and URL
- Brief Description of the Video (Min 150 words)
- Company/Organisation Name
- Agency Name (If applicable)
- Company Logo (max 10 MB)
- Your Name
- Email
- Describe the production process and how the video was brought to life. (Min 150 words)
- Provide any relevant metrics (e.g., views, shares, conversions) that highlight the success of the video. (Min 200 words)

Additional Details:

Please provide any additional information, achievements, or insights that you believe are relevant to your nomination. (Min 300 words)

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CIMPA AWARDS:

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
- Brief Description of the Campaign (Min 150 words)
- Company/Organisation Name
- Agency Name (If applicable)
- Company Logo (max 10 MB)
- Your Name
- Email
- Goals and Objectives of campaign (Min 150 words)
- Explain any challenges faced rolling out the campaign (min 150 words)
- Provide any relevant metrics (e.g., views, shares, conversions) that highlight the success of the campaign. (Min 200 words)

Additional Details:

Please provide any additional information, achievements, or insights that you believe are relevant to your nomination. (Min 300 words)

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CIMPA AWARDS:

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
- Brand Logo
- Your Name
- Email
- Brief Description of the Brand (Min 200 words)
- Describe the core values and identity that define your brand (Min 150 words)
- How has your brand positively impacted your industry, community, or customers? (Min 150 words)
- Describe your brand's vision for the future and how you plan to continue building on your success (Min 150 words)
- Explain how your brand has evolved and adapted to changing market trends and consumer preferences (Min 150 words)

Additional Details:

Please provide any additional information, achievements, or insights that you believe are relevant to your nomination. (Min 300 words)

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CIMPA AWARDS:

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/Organisation Name
- Company Logo (max 10 MB)
- Your Name
- Email
- Agency Name (if applicable)
- Explain the purpose and goals of the community initiative (Min 200 words)
- How did external partnerships (if any) enhance the impact of the initiative? (Min 150 words)
- Describe the execution and implementation of the initiative (e.g., events, campaigns, online platforms) (Min 300 words)
- Explain any innovative approaches or creative strategies used to make the initiative stand out (Min 150 words)
- Provide any relevant metrics (e.g., shares, conversions, increased awareness) that highlight the success of the initiative (Min 200 words)

Additional Details:

Please provide any additional information, achievements, or insights that you believe are relevant to your nomination. (Min 300 words)

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CIMPA AWARDS:

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.

- Name
- Email
- Company/Organisation Name
- Company Logo (max 10 MB)
- Upload 1 supported file: image. Max 10 MB.
- Upload 1 supported file: image. Max 10 MB.
- Provide a brief introduction about the nominee's role and impact in the marketing field (Min 250 words)
- Explain how the nominee has demonstrated strategic thinking and vision in their marketing efforts (Min 200 words)
- Share metrics and evidence of the positive impact the nominee's marketing efforts have had on their brand or organisation. (Min 200 words)

Additional Details:

Please provide any additional information, achievements, or insights that you believe are relevant to your nomination. (Min 300 words)

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CIMPA AWARDS:

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.

- Name
- Email
- Company/Organisation Name
- Company Logo (max 10 MB)
- Upload 1 supported file: image. Max 10 MB.
- Headshot (max 10 MB)
- Upload 1 supported file: image. Max 10 MB.
- Describe instances where the nominee demonstrated strong collaboration skills or leadership qualities within creative teams (Min 200 words)
- List the key creative achievements, projects, or campaigns that showcase the nominee's exceptional work (Min 250 words)
- Explain how the nominee has consistently brought innovation and fresh ideas to their creative work (Min 150 words)

Additional Details:

Please provide any additional information, achievements, or insights that you believe are relevant to your nomination. (Min 300 words)

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CIMPA AWARDS:

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.

- Name
- Email
- Company/Organisation Name
- Company Logo (max 10 MB)
- Headshot (max 10 MB)
- Upload 1 supported file: image. Max 10 MB.
- Please provide a brief introduction about the nominee's journey in the marketing industry (Min 150 words)
- List the key achievements, projects, or initiatives that showcase the nominee's impact and growth (Min 300 words)
- How does the nominee continue to learn and stay updated in the dynamic marketing landscape? (Min 150 words)

Additional Details:

Please provide any additional information, achievements, or insights that you believe are relevant to your nomination. (Min 300 words)

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CIMPA AWARDS:

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
- Agency Logo (max 10 MB)
- Agency Team Photo (max 10 MB)
- Upload 1 supported file: image. Max 10 MB.
- Your Name
- Email
- Highlight key achievements and innovative campaigns over the past year. (Min 200 words)
- How have your marketing strategies positively impacted your clients' businesses? (Min 200 words)
- Describe how your agency fosters a collaborative environment within your team. (Min 150 words)
- Provide examples of standout creative campaigns and how they were executed. (max 400 words)
- Share metrics that demonstrate the growth and success of your agency over the past year. (e.g., revenue, client retention, awards) (Min 200 words)
- Client testimonials: Include testimonials from clients who have benefited from your agency's services.
- Describe your agency's vision for the future and how you plan to continue delivering exceptional results. (Min 200 words)

Additional Details:

Please provide any additional information, achievements, or insights that you believe are relevant to your nomination. (Min 300 words)

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