

2024

AMI MARKETING EXCELLENCE AWARDS

AWARDS CATEGORIES

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AMI 2024 Awards for Marketing Excellence Categories

Campaign Categories:	
1	Acquisition Marketing (AM)
2	Brand Revitalisation (BR)
3	Content Marketing (CM)
4	Creativity in Brand, Product or Service Marketing (CRE)
5	Excellence in Customer Experience (CX)
6	Data & Insight Driven Marketing (DI)
7	Experiential Marketing (EM)
8	Loyalty and Retention (LTY)
9	Not for Profit Marketing (NFP)
10	Product or Service Launch or Relaunch (LR)
11	PR Campaign of the year (PR)
12	Public Sector Marketing (PSR)
13	Purpose-led Marketing (PM)
14	Small Budget Marketing (Less than \$50K) (BUD)
15	Social Media Marketing (SM)
16	Sponsorship Effectiveness (SE)
17	Sustainability Marketing (SUS)
Special National Award Categories:	
1	Emerging Marketer of the Year
2	Future Leader of the Year
3	Certified Practising Marketer of the Year
4	Chief Marketing Officer of the Year
5	Independent Agency of the Year
6	Large Agency of the Year
7	Life Member Award (Board nominated & awarded)
8	Sir Charles McGrath Award (Board nominated & awarded)
9	Marketing Team of the Year
10	Up to \$1 million Marketing Campaign of the Year
11	\$1 million and above Marketing Campaign of the Year

Judging

Categories are open to both B2C and B2B entrants. Judges will consider the merits of each entry taking into consideration that metrics and success factors differ between B2C and B2B marketing programs. Judges will consider the linkage between strategy, execution and outcomes achieved.

Each nomination will be judged against the following criteria (IN ALL CATEGORIES):

- The extent to which the person, team or project has reflected the intent expressed in the category descriptor
- That entries show a clear alignment between the situational analysis, strategy, actions undertaken, and outcomes achieved (against set goals and objectives). Judges will allocate scores across these dimensions.
- Evidence of commercial benefits to business and / or social impact: for example, the return on marketing expenditure and / or degree of social change
- Actionability of results, including clarity of recommendations, relevance and feasibility of marketing initiatives

Campaign Categories

Acquisition Marketing

Criteria

This category recognises excellence in marketing programs and campaigns directed at acquiring new customers or members (both individual and/or corporate).

The judges will be looking for submissions that clearly demonstrate the effective use of marketing techniques with originality and creativity of approach in acquiring target consumers.

Brand Revitalisation

Criteria

This category recognises marketing excellence in revitalising an existing brand.

The judges will be looking for submissions that best demonstrate improved brand positioning and equity resulting from the process of brand revitalisation. Specifically, the role that marketing played in the overall revitalisation of the brand compared to the rest of the organisation or overall strategy.

Content Marketing

Criteria

This category recognises strategic approaches to creating, publishing, and distributing content for targeted audiences in digital, social, or traditional channels.

The judges will be looking for submissions whose purpose is to educate and stimulate interest in the organisation's products or services or to build relationships to connect with audiences and create a sense of community.

Creativity in Brand, Product or Service Marketing

Criteria

This category recognises outstanding creativity in the marketing of brands, products, or services (new or extensions).

The judges will be looking for submissions that demonstrate superior creativity in addressing a defined situation or challenge to deliver market cut-through.

Excellence in Customer Experience

Criteria

This category recognises the role marketing plays in supporting and delivering exceptional customer experiences (CX).

The judges will be looking for submissions that demonstrate a superior understanding of the elements that contribute to delivering outstanding customer experiences and how marketing contributed to the overall organisational approach to managing customer experiences.

Data and Insight-Driven Marketing

Criteria

This category recognises the effective use of market, consumer, and customer insight to identify and inform the development of marketing strategy.

Judges will be looking for submissions that demonstrate how research and data analytics have been used in the formation of marketing strategy and the execution of a marketing campaign.

Experiential Marketing

Criteria

This category recognises excellence in the use of Experiential Marketing (events) as part of the organisations overall marketing strategy.

Judges will evaluate how well the audience interacted/engaged with the event.

Events may be stand alone, conferences/exhibitions, standalone activations or activation/exhibitions within a larger event or series of events.

Loyalty and Retention

Criteria

This category recognises the best use of marketing strategies and programs to drive customer or member retention and build loyalty and advocacy.

Judges will be looking for submissions that demonstrate originality in approach to techniques and practices to retain existing customers, corporate clients and/or members and grow existing customer value.

Not for Profit Marketing

Criteria

This category recognises excellence in marketing campaigns for not-for-profit (NFP) organisations.

Judges will be looking for submissions that demonstrate how NFP or cause related marketing has delivered outstanding results for the organisation or specific cause.

PR Campaign of the Year

Criteria

This category recognises excellence in the implementation of a PR campaign in either B2C or B2B.

Judges will be looking for submissions that demonstrate the ability to use a PR campaign to build awareness, engagement, and sales.

Product or Service Launch or Relaunch

Criteria

This category recognises outstanding product and/or service marketing launch or relaunch. Judges will be looking for submissions that demonstrate an ability to maintain competitive advantage and/or maximise organisational value through the launch or relaunch of a single product or service or category/line of products or services.

Public Sector Marketing

Criteria

This category recognises excellence in marketing campaigns delivered by or for the public sector.

Judges will be looking for submissions that demonstrate the effective use of marketing elements such as community insights, brand development, communications, campaign planning and measurement.

The public sector covers all levels of government and government-controlled enterprises. It does not include private companies and voluntary organisations.

Purpose-led Marketing

Criteria

This category recognises excellence in marketing campaigns for a strategy used by a business/brand to center its external communications efforts around a social cause that aligns with its core values.

Judges will be looking for submissions that demonstrate how a purpose-led or cause-related marketing campaign has delivered outstanding results for the business/brand.

Small Budget Marketing

Criteria

This category recognises business success achieved within a marketing budget under \$50,000 (for a specific marketing program) and for an organisation with a turnover of up to \$5 million p.a.

Judges will be looking for submissions that demonstrate a proven positive outcome for a marketing program delivered using a small budget.

Social Media Marketing

Criteria

This category recognises excellence using social media as a marketing tool.

Judges will be looking for submissions that demonstrate how social media channels were leveraged and how engaging and unique content was developed and deployed for users to share with their social network.

Sponsorship Effectiveness

Criteria

This category recognises excellence in sponsorship as a significant element of the overall marketing communications mix.

Judges will be looking for submissions that demonstrate how sponsorship has been successfully used as an integrated element of an overall marketing program.

Sustainability Marketing

Criteria

The category recognised the organisations that have demonstrated excellence in promoting environmentally and socially responsible products, services, or practices in their marketing efforts.

Judges will be looking for submissions that raise awareness of sustainability issues and considers the effectiveness of the marketing strategies, the campaign innovation, and the impact in promoting sustainable values to its target audience.

Special National Award Categories

Emerging Marketer of the Year

Criteria

This category recognises the exceptional professional and personal growth of mentees in the AMI Emerging Marketers Mentoring Program.

Submissions are open to mentee graduates of the AMI Emerging Marketers 2022 program, AMI Student members or Career Starter members.

Future Leader of the Year

Criteria

This category recognises excellence in leadership qualities and the critical role future leaders will play in advancing individuals, organisations, and the marketing profession.

Self-nominations and nominations permitted.

Nominees must be 35 years of age or under as of 30 June 2024, employed in a full-time marketing industry or a company owner with a minimum of 4 years' work experience.

Certified Practising Marketer of the Year

Criteria

The Certified Practising Marketer (CPM) of the Year recognises the contributions of an outstanding CPM and their contribution to the marketing profession.

Self-nominations and nominations permitted.

The CPM recognised as an advocate for CPM professional designation, will have played a significant role in the marketing industry and contributed to the development of the professional status and recognition of marketing.

Chief Marketing Officer of the Year

Criteria

Chief Marketing Officer of the Year is awarded to the senior marketing leader in an organisation (C-suite) that has demonstrated outstanding leadership, achievement and advocacy for marketing and the profession.

Self-nominations and nominations permitted.

Independent Agency of the Year

Criteria

This category recognises the work of small agencies with the turnover of less than AUD \$1 million p.a and have less than 20 employees that operate in Australia.

Large Agency of the Year

Criteria

This category acknowledges the critical role agencies play in advancing the Australian marketing profession, recognising ideals and practices that make an outstanding agency.

This category recognises the work of small marketing agencies with the turnover of more than AUD \$1 million p.a and have more than 20 employees that operate in Australia.

Life Member Award

Criteria

AMI Life Membership is offered to a maximum of 2 AMI members as determined by the AMI Board of Directors, who are also able to nominate.

Self-nominations and nominations permitted.

AMI Life Membership is given in recognition of AMI members who are eminent in the field of marketing and have provided distinguished service to the AMI and marketing profession over an extended period.

Sir Charles McGrath Award

Criteria

Established in recognition of Sir Charles McGrath's distinguished record of industrial development in Australia and his services to marketing and the Australian business community.

Board nominated and awarded.

Since 1976, the Sir Charles McGrath Award has been presented to those who have made the most significant contribution to the field of marketing.

Marketing Team of the Year

Criteria

This category recognises an outstanding in-house marketing team that has demonstrated value for the unique talents and skills of each team member.

Judges will be looking for how the team utilised diverse skill sets, ways of thinking/idea generation and effective problem-solving techniques.

Up to \$1 million Marketing Campaign of the Year

Criteria

This category recognises the overall 2024 Campaign of The Year from the winners of the 17 Campaign Categories, with the budget of below AUD \$1 million.

\$1 million and above Marketing Campaign of the Year

Criteria

This category recognises the overall 2024 Campaign of The Year from the winners of the 17 Campaign Categories with the budget of over AUD \$1 million.