



## CMO AWARDS 2018 - NOMINATION FORMS DETAILS

NAME OF NOMINEE (IF NOT FOR SELF, PLEASE ENSURE NOMINEE APPROVES)  
NOMINEE'S FULL DESIGNATION WITH NAME OF THE ORGANIZATION  
NOMINEE'S MOBILE NUMBER OR DIRECT OFFICE CONTACT NUMBER  
NOMINEE'S E-MAIL ID  
NAME OF PROPOSER (NOT REQUIRED FOR SELF NOMINATIONS)  
PROPOSER E-MAIL ID  
NAME OF CATEGORY/DISCIPLINE  
PROFILE OF NOMINEE (200-WORDS BRIEF CAREER PROFILE OF NOMINEE)

**BUSINESS RESULT(30% SCORE):** SHARE HOW NOMINEE'S BUSINESS HAS PERFORMED IN 2017 AND 2018 - IN TERMS OF SHARE GROWTH, REVENUE GROWTH AND PROFITABILITY **(300 WORDS)**

**MARKETING CASE STUDY (30% SCORE):** SHARE NOMINEE'S BEST CASE STUDY FROM A RECENT MARKETING CAMPAIGN IN THE LAST 12 MONTHS

BACKGROUND **(200 WORDS)**  
STRATEGY **(200 WORDS)**  
EXECUTION **(300 WORDS)**  
RESULTS **(300 WORDS)**

**THE TEAM (20% SCORE):** WHAT HAS NOMINEE DONE TO BUILD THE BEST MARKETING TEAM POSSIBLE, INCLUDING TRAINING, RECRUITMENT, STRUCTURE AND RESULTS **(300 WORDS)**

**AWARDS (20% SCORE):** ANY MARKETING OR ADVERTISING AWARDS WON IN 2017 AND 2018 (LIST A MAXIMUM OF 10 PERTINENT ONES)

**OTHER INFO:** ARE THERE ANY OTHER THINGS YOU WANT US TO KNOW ABOUT YOUR SUBMISSION? **(200 WORDS, IF VIDEO PLEASE INCLUDE YOUTUBE LINK)**

