Disciplines

Brand Building

Long-term marketing initiatives that drive brand health including awareness, perception, consumer behaviours and attitudes. Campaigns should be in-market for a minimum of four months.

Success is defined by:

- Achieving excellence in creativity and strategy, with the ability to show positive long-term business results based on stated objectives and KPIs
- Great campaigns should also showcase a range of media and technology: digital, social, broadcast, out-of-home, print, as well as direct

*Formerly Advertising

Business Impact

Short term campaigns play a vital role in the success of building business through activating a rapid consumer response. As compared with “Brand Building”, these efforts are designed to generate immediate outcomes, within one to four months in market.

These campaigns should demonstrate:

- Seasonal or tactical advertising
- the ability to drive positive outcomes as stated by the Client’s objectives such as sales increases, web or store traffic, event participation or rapid change in consumer behaviour
- An insightful, creative or innovative means of reaching the consumer in any form(s) of media including broadcast, social, digital, print, OOH, or direct

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Customer Experience

Shopper marketing drives sales and builds brand equity with customers using a number of channels and tactics. These initiatives can include:

- Sweepstakes or contests
- Online couponing
- Digital engagement
- Event activations
- Gifts with purchase (GWP)
- Loyalty rewards
- Retail and in-store activity
- Packaging
- Sampling
- Partnerships
Shopper marketing encompasses successful marketing campaigns with customers sometime throughout the shopper journey that take place in a retail environment, be it brick and mortar and/or ecommerce.

Engagement

Engagement is about the dialogue between brands and people – B2B, B2C, partners or employees. To manage long term relationships (quarterly or annually) or lifetime value driven (as opposed to one off tactics), the dialogue can use personalization techniques or target a community.

- Public Relations/Social Media are used to spark continued exposure (earned media, impressions and interactions) with:
  - current news items
  - public interest topics
  - product promotions; or
  - organizational updates
- Programs with a focus on specific moments in the customer lifecycle such as:
  - acquisition
  - welcome/activation
  - cross-sell/upsell
  - retention or win-back rate; or
  - entire customer lifecycle management journeys

Innovative Media

Winning campaigns that successfully use marketing to reimagine how customers interact with brands. These campaigns live:

- Beyond "the moment"
- Drive strong business results

They use creative solutions and innovative media technologies to effectively influence or engage their target audiences.

Successful submissions will represent innovation within media channels that drives measurable business results.

Martech

Marketing Technologies (Martech) are now part of most successful integrated campaigns because it enables companies to run effective marketing operations at scale. It’s a powerful weapon to building business and brands and organizations that leverage the power of Martech grow faster and improve their revenue. Whether it takes the form of mobile, websites, apps,
tech-builds or content, Martech can reach consumers in the right moment at the right time and with the right message. Campaigns that excel in this discipline will demonstrate:

- targeted results on their brand and business
- results that can include customer acquisition or retention, and accelerated brand growth
- the use of innovative technology or an innovative use of existing digital and social platforms to meet clients’ goals