

# MARKETING TEAM OF THE YEAR



CRITERIA EIGIBILITY - JUDGING PERIOD: 1 APRIL 2022 – 31 MARCH 2023

**ENTRIES CLOSE FRIDAY 7 JULY 2023**

All entries must be submitted online at <http://entry.acras.com.au>. THIS DOCUMENT IS A GUIDE ONLY.

## Description of Category

This category recognises achievement of the in-house marketing team that has had the greatest impact for a brand or related group of brands during the judging period.

Responses to the requirement will be judged through the lens of strategic capability, creativity, innovation and effectiveness.

## Requirements

Submission must be in pdf format (2 page limit)

Submissions must include;

- Outline a campaign or case study the in-house marketing team has led, strategically driven and delivered to market during the judging period. (500 words or less)
- Provide clear proof the marketing team has delivered effective outcomes during the judging period including examples that leverage technology to drive an effective outcome along with brand and audience growth metrics according to the business and marketing objectives. (500 words or less)
- Clearly outline how the team successfully works with stakeholders, partners, agencies and media owners to deliver outcomes for the network. (500 words or less)
- Detail the marketing team culture including key engagement and retention metrics plus evidence of team training, the approach to achieving a high performing team and the team's impact across the broader business and the marketing and media industry. (500 words or less)

\* Video links may be supplied (maximum 1 minute duration)

## Entry Details

- Division: 1 category only – All markets encouraged to enter
- Title of entry – Achievement / Project (for certificate/trophy)
- Name of entrant/s (for certificate/trophy)
- Email address/es of entrant/s (address for each entrant required)
- Facebook username/s
- Twitter handle/s
- Instagram handle/s
- Station name / On-air I.D. (for certificate/trophy)
- City and state
- Network / Company (for certificate/trophy).

When completing the online form, use the names of individuals or teams exactly as they would appear on a finalist certificate or winner's trophy – PRINT CLEARLY to ensure there are no mistakes. Please provide phonetic pronunciations of names if possible. Commercial Radio & Audio will not be responsible for incorrect spelling of names.

