



THIS FORM IS TO HELP YOU PLAN YOUR APPLICATION ONLY THIS IS NOT AN ENTRY FORM
ALL ENTRIES MUST BE SUBMITTED VIA THE DIGITAL FORM ON THE WEBSITE AT WWW.MWCCI.COM.AU
APPLICATIONS CLOSE SUNDAY 25 SEPTEMBER, 11.59PM WST

Marketing Excellence Award 2022

Overview:

This award is to honour and recognise individuals, teams, agencies, and organisations who have achieved excellence in marketing. This award is based on the marketing efforts they have performed for their own business and must have contributed to the growth of the business.

Entry Criteria:

- To enter this category, your business must be operating in the Mid West Region.
- The business must have been trading for a minimum of one full financial year.

For queries about eligibility, please contact awards support at events@mwcci.com.au

When writing your submission, make sure you are reflecting on the last 12 months.

Percentage (%) amount before each section shows how much goes towards your overall score.

Remember that any words over the word limit, will not be included in your submission for scoring.

0% Business Overview

Provide a general overview of your industry and business, including a brief history and a summary of current operations, and products or services. (250 words)





30% Business Planning

Why does your business exist: what is your vision and purpose? Describe your three key goals and objectives. (250 words)

What marketing tools and technology do you use to achieve your goals and objectives, monitor progress and measure success? (250 words)





Describe your target customers, how you market to them, and the effectiveness of these activities over the past year. (250 words)

30% Business Success

Describe your major achievements and key milestones in the past 12 months. Briefly outline your plans and actions to help you achieve your goals into the future (300 words)





What is your USP (Unique Selling Proposition); What makes your business unique or innovative, setting you apart from your competitors? (250 words)

How have you adapted your approaches to marketing in a constantly changing and somewhat challenging environment? Provide specific examples. (250 words)





40% Positive Marketing Impact

Explain how your business delivered excellence in marketing in the past year, including strategies used to create and retain loyal customers. Provide examples of how you measure, respond to, and share customer feedback, from a marketing perspective. (300 words)

Clearly identify what marketing research you have conducted to ensure you understand where your potential customers' attention is, and how to best reach them with multiple touchpoints? (250 words)





List the different ways you market/advertise your business to your potential clients? Demonstrate and share successful outcomes from these activities, against your identified objectives? (300 words)





For the next question, answer ONE of the two questions below depending on which criteria applies to your business:

If you have 3 or more full time employees answer this question:

How does your internal communication contribute to your marketing initiatives that ensures high levels of employee engagement, and create 'ambassadors'? (250 words)

If you have 2 or less full time employees, answer this question:

How have you leveraged partnerships and professional support to market your business? (250 words)

