

MALAYSIAN CMO AWARDS 2026

Nominations are accepted for client-side senior marketers including CMO / VP / GM / Head of Advertising / Marketing / Retail / Data / Digital in brand marketing.

Criteria For Judging

1. **Marketing Performance (30%)**
KPIs for most significant campaign for the year. Campaign Objective. Campaign Strategy. Campaign Success. Campaign Uniqueness.
2. **Business Performance (30%)**
Company's revenue growth and profitability. Market share, market expansion. Brand equity and traction. Customer satisfaction and acquisition.
3. **Leadership Performance (30%)**
Strategic Brand Vision. Team Building & Culture. Tech Optimisation. Growth Sustainability. ESG factors.
4. **Popularity Performance (10%)**
Taken from an online poll among MARKETING magazine's readers, based on "Marketers I'd like to work with".

* Indicates required question

1. Email *

2. **PROPOSER'S NAME ***

3. **PROPOSER'S AGENCY ***

NOMINEE'S PROFILE

4. **Profile of Nominee (200-Words Brief Career Profile of Nominee) ***

5. **Profile Picture of Nominee**

Files submitted:

MARKETING PERFORMANCE (30%)

KPIs for most significant campaign for the year. Campaign Objective.
Campaign Strategy. Campaign Success. Campaign Uniqueness.

6. **Background (200 words) ***

7. **Strategy (200 words) ***

8. **Execution (200 words) ***

9. **Results (200 words) ***

BUSINESS PERFORMANCE (30%)

Company's revenue growth and profitability. Market share, market expansion. Brand equity and traction. Customer satisfaction and acquisition.

10. **Share How Nominee's Business Has Performed in the year – In Terms of Share Growth, Revenue Growth and Profitability (300 Words): ***

LEADERSHIP PERFORMANCE (30%)

Strategic Brand Vision. Team Building & Culture. Tech Optimisation.
Growth Sustainability. ESG factors.

11. What Has Nominee Done To Build The Best Marketing Team Possible, Including Training, Recruitment, Structure And Results (300 Words): *

12. Include Team Members (If Nominee Is Selected)? *

Check all that apply.

☐ Yes

☐ No

OTHER INFO

13. Are There Any Other Details You Want Us To Know About Your Submission?
(200 Words, If Video Please Include YouTube Link):

DECLARATION OF INFORMATION

14. *

Check all that apply.

☐ I certify that all information submitted in this nomination is accurate and factually correct.

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