

**GET ON BOARD**



## **CMO AWARDS 2019 - 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)**

## Entry Guidelines:

1. There is **no entry fee** for nominations.
2. One person can be nominated for a **maximum of four categories**, but **each submission has to be in a separate Nomination Form each time**. Please note this is not a popular choice contest, each nomination per category will be considered as one submission no matter how many times the person is nominated. For duplicate submissions, the one submitted first will be accepted.
3. All decisions by judges are final, and with the rapid pace industry categories are evolving, judges may opt to create or modify category classifications to recognize deserving submissions.
4. And where the judges see fit, they may decide on Special Mention or Merit (Silver) awards if they find deserving nominees. This is in addition to the top award in the categories.
5. A high-res photograph of the nominee must be emailed to [ham@adoimagazine.com](mailto:ham@adoimagazine.com) and [amira@adoimagazine.com](mailto:amira@adoimagazine.com)