



**CMO AWARDS 2020
NOMINATION FORM**

1. Name of Nominee
(If not for self, please ensure nominee approves)
2. Nominee's full designation with name of the organization
3. Nominee's mobile number or direct office contact number
4. Nominee's E-Mail ID
5. Name of Proposer
(Not required for self-nominations)
6. Proposer E-Mail ID
7. Name of Category/Discipline
8. Profile of Nominee
(200-words brief career profile of nominee)
9. Business Result (30% score)
Share how nominee's business has performed in 2019 and 2020. In terms of share growth, revenue growth and profitability (300 words)
10. 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)

11. The Team (20% score)

What has nominee done to build the best marketing team possible, including training, recruitment, structure and results. (300 words)

12. Awards (20% score)

Any marketing or advertising awards won in 2019 and 2020 (List a maximum of 10 pertinent ones)

13. Other info (200 words)

Are there any other things you want us to know about your submission? (200 words, if video please include YouTube link)

Entry Guidelines:

1. Nomination fee is RM500 per category. Unlimited categories nomination allowed, but each submission has to be in a separate Nomination Form each time. Nominations for Rising Stars categories are free.
2. 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.
3. 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.
4. A high-res photograph of the nominee must be emailed to ham@adoimagazine.com and lilna@adoimagazine.com