

MSK AWARDS 2017

SUBMISSION/JUDGING GUIDE

CLASS A: PRODUCT (P)		
CATEGORY	JUDGES EVALUATION CRITERIA	WEIHTAGE
<p>1 Product Launch</p> <p>This category focuses on new products/services launched in October 2016 - October 2017. Analysis of consumer insights and response to customer needs.</p>	<ul style="list-style-type: none"> • Clear definition of strategy, objectives & response to customer needs • Product launch execution and innovation in execution • Results and effectiveness of product launch 	<p>40%</p> <p>40%</p> <p>20%</p>
<p>2 Product Re-Launch</p> <p>All the time brands are launched but sometimes do not do as well as expected.</p> <p>This category serves for re-launching and re-branding. Entrants must justify the problem behind choosing to rebrand and effectiveness of the process.</p>	<ul style="list-style-type: none"> • Clear definition of problem, strategy, and objective • Innovation in product re-launch execution • Effectiveness of re-launch in meeting objectives and brand repositioning • Return on Investment i.e. financial and customer base 	<p>50%</p> <p>10%</p> <p>20%</p> <p>20%</p>
CLASS B: PLACE (DISTRIBUTION) (P)		
CATEGORY	JUDGES EVALUATION CRITERIA	WEIHTAGE
<p>3 Best Distribution Strategy and Implementation in October 2016 - October 2017</p> <p>Judges will critique distribution strategies while focusing on target market and its effectiveness in ROI, consumer reach and customer satisfaction.</p>	<ul style="list-style-type: none"> • Clear distribution strategy and objectives • Utilization of channels in reference to target group • Effectiveness of distributions channels ROI, consumer reach and customer satisfaction 	<p>20%</p> <p>40%</p> <p>40%</p>
CLASS C: PROMOTION (P)		
CATEGORY	JUDGES EVALUATION CRITERIA	WEIHTAGE
<p>4 Advertising Campaign</p> <p>Judges will critique utilization of paid media its ability to reach target market and promote a product or service, innovativeness and results.</p>	<ul style="list-style-type: none"> • Clear definition of problem, strategy, and objective • Effective use of available paid media and reason behind selected media • Innovativeness and creativity in advertising campaign • Results of advertising campaign i.e. financial and operational 	<p>20%</p> <p>10%</p> <p>30%</p> <p>40%</p>
<p>5 Digital Marketing</p> <p>This category will focus on digital marketing mix i.e. e-mail marketing, mobile apps, and SMS & USSD codes. It is crucial that entrants do not focus on just social media but showcase other digital platforms used to run campaigns in promoting brands</p>	<ul style="list-style-type: none"> • Clear definition of digital strategy and objectives • Innovation in digital campaign • Utilization of digital media to run campaign • Results i.e. financial and operational 	<p>30%</p> <p>10%</p> <p>20%</p> <p>40%</p>
<p>6 Experiential marketing</p> <p>Judges will critique innovativeness in demonstrating brand experience, consumer engagement, and effectiveness in relation to objectives.</p>	<ul style="list-style-type: none"> • Indication of problem, strategy and objective • Demonstration of brand/product experience • Effectiveness; ROI, customer experience and achievement of objectives 	<p>30%</p> <p>40%</p> <p>30%</p>

7	Sales Promotions Entries will be judged according to innovativeness in techniques to persuade customers to buy. Utilization of different sales promotional tools and ROI's.	<ul style="list-style-type: none"> • Clear strategy definition and objectives • Utilization of sales promotional tools e.g. discounts, activations, personal selling etc. • Result i.e. return on investment, customer experience 	30% 40% 30%
8	Social Media Marketing The judges will evaluate the use of social media, social media influencer its effectiveness in customer engagement and satisfaction.	<ul style="list-style-type: none"> • Clear strategy definition and objectives • Strategy execution in use of sports to promote brand • Effectiveness and results of campaign in relation to objectives • Clear strategy definition and objectives 	20% 50% 30% 20%
9	Integrated Marketing Communication No entries will be made into this category. Winners will be deduced within the confines of the 5 Promotion (P) categories	<ul style="list-style-type: none"> • Judges will evaluate which entry stands out by having utilized the promotional mix tools in CLASS C 	100%

CLASS D: BRANDING

CATEGORY	JUDGES EVALUATION CRITERIA	WEIHGTAGE
10 Brand Loyalty Judges will evaluate the strategies on customer brand loyalty towards a brand. Execution of strategy and results in relation to objectives.	<ul style="list-style-type: none"> • Clear strategy definition and marketing objectives • Execution of strategy and brand loyalty campaigns • Effectiveness in building brand loyalty and ROI 	20% 40% 40%
11 Brand PR Judges will critique entries in their ability to use public relations to communicate to target market. Execution of strategy and effectiveness in relation to set objectives.	<ul style="list-style-type: none"> • Clear Strategy and business objectives • Execution of CSR projects i.e. how many and activities around projects • Social Impact and integration into organizational culture 	20% 30% 50%

CLASS E: SOCIAL MARKETING

CATEGORY	JUDGES EVALUATION CRITERIA	WEIHGTAGE
12 Best Sports Marketing Judges will critique the strategies behind building brand affection and visibility of the brand through sports. Execution of strategy and results in relation to objectives.	<ul style="list-style-type: none"> • Clear strategy definition and marketing objectives • Execution of strategy and brand loyalty campaigns • Effectiveness in building brand loyalty and ROI 	20% 40% 40%
13 Sustainability Marketing (CSR) As we are building our brands we also have to impact the community and environment. This category focuses on activities in building sustainable brands. Judges will critique sustainability marketing tactics and its impact in the society.	<ul style="list-style-type: none"> • Clear Strategy and business objectives • Execution of CSR projects i.e. how many and activities around projects • Social Impact and integration into organizational culture 	20% 30% 50%

CLASS F: JUDGE'S CHOICE

CATEGORY	JUDGES EVALUATION CRITERIA	WEIHGTAGE
14 The Judge's Choice Judges will agree through consensus on any one best entry brands i.e. the one that will have impressed them the most based on a guided discussion session.	<ul style="list-style-type: none"> • Judges Discretion 	100%

CLASS G: 2017 OVERALL WINNERS

CATEGORY	JUDGES EVALUATION CRITERIA	WEIHGTAGE
15 Best OVERALL Campaign/Company for the Year 2017 <ul style="list-style-type: none"> • 1st Runner Up Overall • 2nd Runner Up Overall 	<ul style="list-style-type: none"> • Judges will decide on overall winner based on quality of entries and scores in different entries. Judges will look at presentation of entries, content and decide which entry stood out in their marketing strategy and execution and results. 	

NEW CATEGORIES FOR YEAR 2018

CLASS H: CHAMPIONS OF MARKETING OCTOBER 2017 - OCTOBER 2018

CATEGORY	JUDGES EVALUATION CRITERIA	WEIHGTAGE
16 Brand Lead of the year This category will award individual marketers who have led to the success of brands. The winner will serve as a role model to other marketers.	<ul style="list-style-type: none"> Nominated marketers Individuals will submit a profile on why they should be considered for the award of the brand leader of the year. Must be Individuals that will have excelled in performance in the last 12 months Oct 2017-Oct 2018 	
17 Sales Lead of the Year This category will recognize sales leaders of the year. Sales people who are the reason behind company's profits and revenues.	<ul style="list-style-type: none"> Nominated by other Marketers Must show case leading sales teams and excellence in performance in the last 12 months Oct 2017-Oct 2018 Individuals will submit a profile on why they should be considered for the award of the sales leader of the year. 	
18 Marketing Lead of the Year This category will recognize the marketing leader of the year. This can be marketing directors, marketing managers, heads of marketing etc. He/ she will serve as a role model to the marketers in Kenya.	<ul style="list-style-type: none"> Nominated by other marketers Must be leading sales teams, brand teams, product development teams, research teams amongst other marketing teams Must show overall success of marketing strategies development and implementation in growth of corporate brand Overall success must be between Oct 2017-Oct 2018 Individuals will submit a profile on why they should be considered for the award of the Marketing Leader of the Year. 	

CLASS I: MARKETING MEDIUMS

CATEGORY	JUDGES EVALUATION CRITERIA	WEIHGTAGE
19 Best Marketing Medium within the period October 2017-October 2018 <ul style="list-style-type: none"> Print Outdoor Radio TV Experiential Digital 	<ul style="list-style-type: none"> Objective – Winners will be drawn purely from the KARF/ Otherwise Statistical results on all the 6 entities 	100%

CLASS J: COUNTY MARKETING

CATEGORY	JUDGES EVALUATION CRITERIA	WEIHGTAGE
20 Best County Marketing within the period October 2017-October 2018	<ul style="list-style-type: none"> Objective – County Marketing Research statistics Results on all the 47 counties 	100%

CLASS K: STUDENT'S (UNIVERSITY)

CATEGORY	JUDGES EVALUATION CRITERIA	WEIHGTAGE
21 Best Marketing Student - University within the period October 2017-October 2018	<ul style="list-style-type: none"> Objective – Research/Practical/Case study Results on all the 40 plus Universities 	100%



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