

2025 MSK AWARDS CATEGORIES GUIDE.

1. Brand Communication Campaign of the Year.

Recognizes outstanding campaigns that demonstrate creativity, strategic clarity, and measurable impact in brand storytelling and communication.

QUESTIONS

S1 – Name of Campaign

S2 – Supporting Materials – Attachments

No.	Judging Question	Weight
1	How clearly did the campaign define and act upon a consumer or market insight that drove the brand communication strategy?	20%
2	In what way did the creative concept tell the brand's story and differentiate it while staying true to brand identity?	25%
3	How effectively were the communication channels integrated to reach and engage the target audience?	20%
4	What measurable results did the campaign achieve relative to its objectives (brand impact, engagement, sales)?	25%
5	How innovative and socially responsible was the campaign in its approach and cultural relevance?	10%

2. Product Launch of the Year

Recognizes excellence in introducing a new product or product line to the market, demonstrating strategic insight, market understanding, creativity, and measurable business impact

QUESTIONS

S1 – Name of Campaign

S2 – Supporting Materials – Attachments

No.	Judging Question	Weight
1	How well did the launch strategy respond to identified market needs, consumer insights, and competitive dynamics?	25%
2	How clear were the launch objectives (commercial, awareness, penetration) and how well were they aligned to brand and business priorities?	15%

3	How innovative and compelling was the product proposition (value, uniqueness, positioning, benefits communicated)?	25%
4	How effective was the go-to-market execution — including channel selection, promotional approach, timing, and integration across touchpoints?	20%
5	What measurable outcomes were achieved (trial, adoption, sales growth, market share, awareness) and how did they compare to objectives?	15%

3. Product Re-Launch

Recognizes campaigns that successfully revitalized a product by addressing market challenges, refreshing brand relevance, and delivering measurable commercial and consumer impact.

QUESTIONS

S1 – Name of Campaign

S2 – Supporting Materials – Attachments

No.	Judging Question	Weight
1	What market insights or performance challenges informed the decision to re-launch the product, and how well was the strategy designed to respond?	25%
2	How compelling and differentiated was the refreshed product proposition (value, positioning, messaging, design/packaging)?	20%
3	How effectively did the communication and channel strategy re-engage existing customers and attract new audiences?	20%
4	What innovative approaches were introduced to modernize the product's perception and relevance in the category?	10%
5	What measurable market results were achieved post-re-launch (awareness shifts, customer return, penetration, revenue uplift/market share)?	25%

4. Business-to-Business (B2B) Marketing Strategy

Rewards exceptional strategies that have effectively engaged other businesses, built strong partnerships, and delivered measurable business growth.

QUESTIONS

S1 – Name of Campaign

S2 – Supporting Materials – Attachments

No.	Judging Question	Weight
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1	How well did the strategy leverage market/industry insights, decision-maker behavior, and customer needs to inform targeting and positioning?	25%
2	How clear and ambitious were the strategic objectives (e.g., lead generation, pipeline growth, retention, product adoption)?	15%
3	How effectively were channels, platforms, and stakeholder touchpoints integrated to support complex B2B buying journeys?	20%
4	What value proposition, messaging, and content approach were used to differentiate the brand and build trust/relationships with key accounts?	20%
5	What commercial and relationship outcomes were achieved (pipeline quality, conversion, revenue growth, retention, account expansion, ROI)?	20%

5. Experiential Marketing Campaign of the Year

Honours campaigns that create memorable, immersive brand-experiences, engage audiences in meaningful ways, and deliver measurable business outcomes.

QUESTIONS

S1 – Name of Campaign

S2 – Supporting Materials – Attachments

No.	Judging Question	Weight
1	How well was the brief built on deep audience insight and how effectively did the experience address a clear business or brand objective?	20%
2	How original and emotionally resonant was the creative experience (idea, design, interaction) in generating meaningful brand-audience connection?	25%
3	How effectively were touch-points (physical, digital, hybrid) and channels integrated to deliver the experience and drive engagement before, during and after the activation?	20%
4	What measurable impact did the campaign achieve (footfall/participation, engagement metrics, social amplification, behavior change, business results)?	25%
5	How smoothly was execution handled (logistics, environment, accessibility, inclusivity, brand safety) and did the campaign demonstrate responsible, culturally relevant practices?	10%

6. Influencer Marketing Campaign of the Year

Recognizes campaigns that effectively leveraged influencers to drive authentic engagement, shape perception, and deliver measurable brand and business value.

QUESTIONS

S1 – Name of Campaign

S2 – Supporting Materials – Attachments

No.	Judging Question	Weight
1	How well did the influencer selection and partnership strategy align with audience insights, brand values, and campaign objectives?	25%
2	How authentic, creative, and relevant was the content developed by influencers in communicating the brand message?	25%
3	How effectively were platforms and collaboration models (e.g., co-creation, storytelling, live engagement) used to drive meaningful interaction?	20%
4	What measurable results did the campaign deliver (reach, engagement, sentiment, conversions, earned media), and how did these match the objectives?	20%
5	How well did the campaign demonstrate responsible use of influencer marketing (transparency, disclosures, cultural sensitivity, ethical conduct)?	10%

7. Best Sustainability/CSR Campaign

Recognizes initiatives that deliver genuine social and/or environmental impact, are aligned to brand purpose, and demonstrate sustainable, measurable value for communities and stakeholders.

QUESTIONS

S1 – Name of Campaign

S2 – Supporting Materials – Attachments

No.	Judging Question	Weight
1	How clearly was the sustainability or CSR issue identified, and how well did the campaign objectives align with both community needs and brand purpose?	25%
2	How innovative and meaningful was the campaign concept in addressing the identified issue and driving positive behaviour or environmental change?	20%
3	How effectively were stakeholders and communities engaged (collaboration, participation, partnerships, inclusion)?	20%
4	What measurable impact was achieved (social, environmental, educational, economic), and is there evidence of long-term benefit or continuity?	25%

5	How responsibly and transparently was the initiative executed and communicated (ethics, accountability, sustainability principles, reporting)?	10%
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8. Marketer of the Year

Celebrates an individual who has demonstrated exceptional marketing leadership, strategic excellence, innovation, and tangible business impact within their organization and the wider marketing community.

QUESTIONS

S1 – Name of Campaign

S2 – Supporting Materials – Attachments

No.	Judging Question	Weight
1	How has the marketer demonstrated strategic leadership and guided marketing initiatives that align with and advance business goals?	30%
2	What innovative marketing approaches, tools, or transformations has the marketer introduced or championed within the organization?	20%
3	What measurable results and business impact have been driven under the marketer's leadership (brand growth, revenue success, market share, loyalty, efficiency)?	30%
4	How has the marketer contributed to team development, cross-functional collaboration, and organizational capability-building?	10%
5	In what ways has the marketer contributed positively to the broader marketing community (industry leadership, mentorship, thought leadership, CSR)?	10%

9. Rising Star of the Year

Honours a young marketing professional who has shown exceptional potential, creativity, initiative, and measurable contribution within their organization early in their career.

QUESTIONS

S1 – Name of Campaign

S2 – Supporting Materials – Attachments

No.	Judging Question	Weight
1	How has the nominee demonstrated strong marketing capability through successful initiatives, creative problem-solving, or fresh strategic thinking?	30%

2	What measurable results or impact has the nominee contributed to — such as campaign success, business performance, brand growth, or process improvement?	30%
3	How has the nominee shown personal drive and initiative beyond assigned responsibilities (ownership, leadership, continuous learning)?	20%
4	How effectively has the nominee worked with others — showing collaboration, professionalism, and ability to influence stakeholders?	10%
5	In what ways has the nominee demonstrated alignment with ethical standards, community contribution, or positive representation of the marketing profession?	10%

10. Marketing Mavericks of the Year

Rewards institutions that have consistently nurtured, championed, and showcased outstanding marketing talent and initiatives — driving industry growth and elevating the future of marketing in Kenya.

QUESTIONS

S1 – Name of Campaign

S2 – Supporting Materials – Attachments

No.	Judging Question	Weight
1	How effectively has the institution developed and supported marketing talent through academic excellence, skills development, mentorship, and practical learning?	30%
2	What innovative marketing programs, initiatives, or competitions has the institution introduced that demonstrate forward-thinking approaches and industry relevance?	20%
3	How strong is the institution's track record in producing successful marketing professionals, student achievements, or award-winning projects?	25%
4	How actively does the institution collaborate with industry partners, professional bodies (e.g., MSK), and employers to advance marketing capability and exposure?	15%
5	How does the institution contribute to marketing thought leadership, ethics, research, and societal impact in Kenya's marketing ecosystem?	10%

11. Marketing Student of the Year

Recognizes an outstanding marketing student who has demonstrated exceptional talent, creativity, initiative, and measurable contribution to marketing activities within their institution or in practical projects.

QUESTIONS

S1 – Name of Campaign

S2 – Supporting Materials – Attachments

No.	Judging Question	Weight
1	How has the student demonstrated marketing capability through innovative ideas, practical application, or academic excellence?	30%
2	What measurable results or outcomes has the student achieved (e.g., successful campaigns, project impact, competition awards, community engagement)?	25%
3	How has the student shown initiative, leadership, and proactivity in taking on responsibilities beyond academic requirements?	20%
4	How effectively has the student collaborated with peers, faculty, or external stakeholders (teamwork, influence, professionalism)?	15%
5	How has the student demonstrated alignment with ethical standards, social responsibility, and contribution to the marketing profession?	10%

12. Integrated Marketing Campaign of the Year

Recognizes campaigns that seamlessly combine multiple channels and touchpoints to deliver a cohesive, strategic, and measurable brand experience.

QUESTIONS

S1 – Name of Campaign

S2 – Supporting Materials – Attachments

No.	Judging Question	Weight
1	How clearly did the campaign strategy define objectives, target audience, and insights, and how well did it align with overall brand goals?	20%
2	How effectively did the campaign integrate multiple channels (digital, traditional, experiential, PR, social media) to create a cohesive brand story?	25%
3	How original, creative, and engaging was the campaign content and messaging across all touchpoints?	20%
4	What measurable outcomes did the campaign achieve (brand awareness, engagement, conversions, sales, behavior change), and how did these relate to the objectives?	25%
5	How efficiently and professionally was the campaign executed, including coordination, timing, and quality of delivery?	10%

13. PR Campaign of the Year

Recognizes outstanding public relations campaigns that demonstrate strategic insight, creativity, media engagement, and measurable impact in shaping public perception and driving brand objectives.

QUESTIONS

S1 – Name of Campaign

S2 – Supporting Materials – Attachments

No.	Judging Question	Weight
1	How clearly did the campaign define its objectives, target audience, and key insights, and how well did it align with overall brand strategy?	20%
2	How creative and compelling was the messaging and communication approach in engaging the audience?	25%
3	How effectively were PR channels, media partnerships, and influencer collaborations utilized to maximize reach and impact?	20%
4	What measurable outcomes did the campaign achieve (media coverage, engagement, sentiment, brand perception, business results), and how did these compare to objectives?	25%
5	How efficiently and professionally was the campaign executed, including coordination, timing, and quality of delivery?	10%

14. Digital Marketing Campaign of the Year

Recognizes campaigns that leverage digital platforms and technologies to engage audiences, drive measurable business results, and demonstrate innovation in online marketing.

QUESTIONS

S1 – Name of Campaign

S2 – Supporting Materials – Attachments

No.	Judging Question	Weight
1	How well did the campaign strategy define objectives, target audience, insights, and digital goals aligned with the brand strategy?	20%

2	How creative and engaging was the digital content, messaging, and storytelling across platforms?	25%
3	How effectively were digital channels (social media, web, email, apps, SEO/SEM, paid media) integrated to reach and engage the audience?	20%
4	What measurable results did the campaign achieve (reach, engagement, conversions, ROI, traffic, lead generation), and how did these compare to the objectives?	25%
5	How efficiently and professionally was the campaign executed, including timing, coordination, optimization, and responsiveness to data/feedback?	10%

15. Public Sector Marketing Award

Recognizes excellence in marketing within public sector organizations, showcasing innovation, citizen engagement, strategic communication, and measurable impact on service delivery and public perception.

QUESTIONS

S1 – Name of Campaign

S2 – Supporting Materials – Attachments

No.	Judging Question	Weight
1	How clearly did the campaign or initiative define objectives, target audience, and insights relevant to public sector challenges and priorities?	20%
2	How innovative and creative was the approach in communicating public sector services, policies, or initiatives to citizens and stakeholders?	20%
3	How effectively were channels and touchpoints (digital, traditional media, community engagement, events) utilized to reach and engage the audience?	20%
4	What measurable outcomes were achieved (awareness, citizen engagement, behavior change, service uptake, perception improvement), and how do these compare to objectives?	30%
5	How efficiently and responsibly was the initiative executed, including ethical considerations, transparency, accessibility, and stakeholder collaboration?	10%

16. Best Use of AI/Data in Marketing

Recognizes campaigns or initiatives that leverage artificial intelligence, data analytics, or emerging technologies to drive marketing effectiveness, personalization, and measurable business outcomes.

QUESTIONS

S1 – Name of Campaign

S2 – Supporting Materials – Attachments

No.	Judging Question	Weight
1	How strategically was AI or data leveraged to inform marketing decisions, insights, targeting, or personalization?	25%
2	How innovative and creative was the use of AI or data in delivering marketing solutions or enhancing customer experiences?	25%
3	How effectively were AI or data tools integrated across channels and campaigns to optimize reach, engagement, or performance?	20%
4	What measurable results did the AI/data-driven approach achieve (ROI, engagement, conversion, efficiency, insights gained), and how did these compare to objectives?	20%
5	How responsibly and ethically was AI/data usage implemented (data privacy, compliance, transparency, bias mitigation)?	10%

17. Small Budget Marketing Creativity Award

Recognizes campaigns or initiatives that achieve outstanding marketing impact through creative, resourceful, and innovative approaches on limited budgets.

QUESTIONS

S1 – Name of Campaign

S2 – Supporting Materials – Attachments

No.	Judging Question	Weight
1	How effectively did the campaign demonstrate creative thinking and innovative problem-solving within a limited budget?	30%
2	How clearly were the campaign objectives defined, and how well did the approach align with brand goals?	20%
3	How effectively were channels and touchpoints chosen and leveraged to maximize impact and reach with minimal resources?	20%
4	What measurable results were achieved (brand awareness, engagement, conversions, ROI) relative to the budget constraints?	20%
5	How well was the campaign executed, maintaining quality, professionalism, and brand integrity despite budget limitations?	10%

18. Media Innovation – Agency Category

Recognizes agencies that have demonstrated outstanding creativity and innovation in media planning, buying, or strategy, delivering measurable results for clients and pushing the boundaries of traditional media approaches.

QUESTIONS

S1 – Name of Campaign

S2 – Supporting Materials – Attachments

No.	Judging Question	Weight
1	How innovative and creative was the agency's approach to media planning, buying, or strategy to solve client objectives?	25%
2	How effectively did the agency leverage multiple media channels, platforms, or technologies to maximize client impact and engagement?	25%
3	What measurable outcomes were achieved for the client (reach, engagement, ROI, conversions, brand impact), and how do these compare to objectives?	25%
4	How efficiently and professionally was the campaign executed, including collaboration with the client and partners?	15%
5	How well did the agency demonstrate thought leadership, industry impact, or contribution to best practices in media innovation?	10%

19. Media Innovation – Media Houses Category

Recognizes media houses that have demonstrated outstanding creativity, innovation, and effectiveness in content creation, distribution, and audience engagement, setting new benchmarks in media practices.

QUESTIONS

S1 – Name of Campaign

S2 – Supporting Materials – Attachments

No.	Judging Question	Weight
1	How innovative and creative was the media house in its approach to content, programming, or platform strategy?	25%
2	How effectively did the media house leverage multiple platforms and technologies to maximize audience reach, engagement, and influence?	25%
3	What measurable outcomes were achieved (audience growth, engagement metrics, brand partnerships, ROI) relative to objectives?	25%
4	How efficiently and professionally was content produced and delivered, maintaining quality, consistency, and audience relevance?	15%

5	How well did the media house demonstrate thought leadership, industry impact, or contribution to innovation in the media sector?	10%
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