

Marketing For Good Social Marketing Awards 2009-2010

Award Entry Categories

Best Global Social Marketing Campaign

Judges will be looking for strong evidence of campaigns that can demonstrate sound strategic design and management at every stage of the marketing process, and in particular, the most outstanding return on investment employed. They will be seeking a campaign of undoubted global excellence in achieving the campaign's objectives whether large or small.

Judges will be looking closely at;

- A clear identification of each of the barriers to behavior change;
- Evidence of strong sound scoping and orientation procedures;
- Identification and approach to competitors and their strategies;
- Effective choice of marketing mix;
- Creative execution;

Overall rigorous methodology employed to behavioral change.

Additional credit will be awarded to campaigns which can demonstrate a new and/or innovative approach, combined with long lasting associated social benefits to the target audience.

Best UK Social Marketing Campaign

Since this award will be the first ever in the series; judges will be searching for the most outstanding social marketing campaign to have taken place in Britain over the last three years. This highly prestigious accolade is open to clients and their agencies across all sectors. It will seek to recognize and reward campaigns that can clearly demonstrate;

- An overall effectiveness of behavioral change from the target audience
- Their approach to competitors
- Problem identification
- Segmentation and customer orientation
- Outstanding attention to detail, from planning through to end delivery
- Appropriate selection of communication tools and marketing mix implementation

Judges are looking for a campaign that has truly succeeded in leaving a lasting impression on the target audience, and created a positive affect from the adoption of social change.

Most Effective Strategic Partnership

Entrants should demonstrate bottom-line effectiveness of cross working partnerships with stakeholders. They should show how each partner's insights; skill set, assets and experience have been effectively collaborated to develop the successful behavior change of its shared target audience. Particular emphasis will be placed on partnership interventions that can demonstrate a long standing step change, and greatest ripple effect impact on the target group. We will be looking to multi-partnerships who can demonstrate real commitment from the 'whole' organization to addressing the issue, audience focus and measures of effectiveness.

Best Public Health Intervention

Here judges will be looking for clear evidence of intervention effectiveness, behavior change, acceptance levels and strategies. This award will cover a range of campaigns, from relatively unknown mental and physical health issues, to those with high target audience resistance, such as issues concerning tobacco and alcohol. Preference will be given to interventions with clear authentic social engagement with target groups.

Best "Authority to Community" Campaign

This category is open to Local authorities and government departments and their agencies. Judges will be looking for campaigns that;

- Take into account community empowerment
- Can demonstrate excellence in achieving engagement with their target audience, at local or national level

We will seek evidence of the campaign's effectiveness in meeting widespread and personal social objectives, ingenuity in methodology and messaging, including creative communications. Overall judges will seek evidence of a cultural shift, firmly grounded in local culture and intelligence, a strong stand out community centred intervention that achieved its goals cost effectively.

'Good Doing Business' - Best Cause Marketing Partnership Combining Business and Social Benefits

This category is open to companies, charities, social enterprises and their agencies who can demonstrate clear mutual win win gain from doing good business together. Essentially judges will be looking for cause related case studies with a strong focus on strategic alliances. Each partner will be able to clearly demonstrate how each party's strengths contributed to the overall success of the partnership, to deliver campaigns, initiatives or large scale programmes. Judges will be seeking shining examples of best practice, where partners have identified and addressed both social issues and commercial needs, whilst maintaining a strong customer centric focus from identification to effective delivery.

Most Effective Creative Communications Campaign

This award will be presented to the client or their agency able to demonstrate the most effective communications campaign. This will be judged on the message placement and adoption levels. A stand out campaign will possess a strong focus on creative execution, which pushed the boundaries of communications to achieve their objectives. This award will include any communication platform such as; internet, print, media, word of mouth etc.

Most Effective Use Of Budget

Judges will be seeking case studies with strong evidence where a budget, no matter how large or small, has delivered exceptional return on investment value, through reaching the objectives set out.

Social Marketing Agency of The Year Award

This category is open only to agencies, who can be nominated by their clients. Judges will be seeking case studies and client endorsements which demonstrate a social marketing agency with; outstanding attention to detail, exemplary planning, and customer centric focus throughout; not only to their target markets and campaigns, but to the clients they serve. They will show their ability to understand the brief, key social issues, capabilities and limitations, organisation capacities of stakeholders. Most of all they will deliver bottom line results in meeting or surpassing core objectives on time and on budget. Judges will be seeking to recognise an agency that has consistently shown the talent to go that extra mile, understanding the complex social issues of their clients, and a consistent ability to succeed in addressing them. Overall judges are looking for an agency that can be justifiably proud of its many achievements, and deserves recognition by peers for excellence.