

THE BELGIAN MARKETING AWARDS

Case Entry FORM For Marketing Leader(ship) of the year

The CASE ENTRY FORM is pre-formatted document, which you should use for submitting your case. It contains 5 sections with a limited number of lines for each of the sections.

The deadline for your CASE ENTRY is **September 9th 2022**. Please send your Case entry Form in PDF to nathalie.prieto@marketing.be.

Your coordinates:

First name:

Name:

E-mail:

Phone number:

Company:

The Title of your case:



SECTION 1 :

Introduction:

Introduce yourself: Give a short overview of your marketing career and describe your role and responsibilities in your current position.

(max. 20 lines)

SECTION 2 : Milestones (40 points):

The Milestones in your career (5 points):

When looking over the last 3 to 10 years what do you consider as the milestones in your career ?

(max. 10 lines)

The main Challenges during your career (5 points):

Referring to these success story/stories: what were the main marketing challenges you were facing?

(max 15 lines)



Your drivers of success ? (10 points):

How did you make a difference? What were/are the drivers of your success? (You can refer to particular strategic decisions, your leadership, particular alliances, an innovation, a particular value proposition, etc...)

(max 15 lines)

Business success(es) (10 points):

Can you describe the business results of your success story/stories ?

(max 15 lines)

Your Leadership Style (5 points):

How would you describe your Leadership style and how did your style evolve over the time of your career ?

(max 10 lines)

Adoption to Trends (5 points) :

What were the main trends affecting your Marketing Practice you encountered during your career and how did you cope with them ? How did you adapt your Marketing Practice to these trends ?

(max 10 lines)

SECTION 3 : Making a positive impact on Society (20 points):

Environmental challenges (10 points)

How did you make a positive impact with respect to environmental challenges ?

(max 20 lines)

Inclusion & Diversity (10 points)

How did you make a positive impact with respect to the challenges regarding Inclusion & Diversity ?

(max 20 lines)

SECTION 4 : Data innovation, MarTech , Ethics and Privacy (20 points):

Attention : for this section 5 a special mention of excellence will be awarded

Data Innovation & MarTech (10 points)

Which smart MarTech (Marketing Technology) and/or Data capabilities did you realize ? Which objectives did you want to achieve through these capabilities ? How did you transform your Marketing through these MarTech and/or Data capabilities ? What changed? What was your approach to foster adoption of these smart capabilities ? What were the learnings of this transformation? What were the quick wins? The pitfalls? The future roadmap?

(max 20 lines)



Privacy and Ethics (10 points)

On top of the GDPR regulation, the use of customer data in an ethical way (i.e. respecting the privacy of the customers) might be a challenge. How did you cope with this ?

(max 20 lines)

SECTION 5 (20 points):

Thought leadership?

Marketing in the future : how do you think marketing will evolve in the future ? Where are the opportunities for Marketers ? What should they aim for ?

(max 20 lines)

Business models are shifting towards people, planet and profit. How can Marketing/the Marketers become more meaningful within this new context ? What should Marketing / the Marketers change (stop-start-continue doing) in their practice ? (you can refer to a Marketing Framework if this is helpful, e.g. Meaningful Marketing Framework ([link here](#))).

(max 20 lines)

A winner of the Marketing Leadership award should have track record in promoting the Marketing Practice by means of, for example: publications, lectures, keynote speeches, coaching, active membership of professional associations, etc... Can you list some of your activities, roles in promoting the marketing practice / your marketing expertise?

(max 15 lines)



Thank you for your participation

Send this document in PDF to nathalie.prieto@marketing.be before September 9th 2022

The selection Committee will announce the finalists by October 3th 2022.

Finalists will present their case to the Jury on October 24th 2022

Need more information?

www.belgianmarketingawards.be

Email : nathalie.prieto@marketing.be

