

# THE BELGIAN MARKETING AWARDS

## CONFIRMATION FORM

### Case Entry FORM For Marketing Company of the year

The CASE ENTRY FORM is pre-formatted document, which you should use for submitting your case. It contains 6 sections with a limited number of lines for each of the sections.

The deadline for your CASE ENTRY is **June 30, 2024**. Please send your Case entry Form in PDF **and in English** to [nathalie.prieto@marketing.be](mailto:nathalie.prieto@marketing.be).

Your coordinates:

First name:

Name:

E-mail:

Phone number:

Company:

The Title of your case:



## SECTION 1 :

### Introduction: The context & Challenge & Opportunities and Threats

Introduce the company: What are the activities? In which category/categories your company is operating? Who are your main competitors? Etc...:

(max. 10 lines)

What is the context? What is the Issue/the challenge? What are the risks and opportunities?

(max. 20 lines)

## SECTION 2 (20 points):

### Business Strategy

What is the business strategy? What does your company try to achieve? How do you measure business success? What are the KPI's?

(max. 20 lines)

What are the business results ? (Be as metrics specific as possible, highlighting the evolution of key metrics (market share, sales, growth rate over periods over 12 months....))

(max. 20 lines)

## SECTION 3 : Marketing (20 points):

### Marketing Strategy



What is the marketing strategy? What kind of customers is your company targeting? How does your company build relationships with clients? How do you measure success? What are the marketing KPI's ?

(max 20 lines)

### Value proposition

From a customer centric perspective: describe the customer centric value proposition. What makes this proposition unique, different from your competitors, outstanding?

(max 20 lines)

### Marketing Results

Referring to the Marketing KPI's, what are the Marketing Results ? (Be as metrics specific as possible, highlighting the evolution of key metrics (market share, sales, growth rate over periods over 12 months....))

(max 20 lines)

## SECTION 4 : 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 5 : 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 6 (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)

## Thank you for your participation

Send this document in PDF to [nathalie.prieto@marketing.be](mailto:nathalie.prieto@marketing.be) before June 30, 2024

The selection Committee will announce the finalists by September 24, 2024

Finalists will present their case to the Jury on October 14, 2024

Ceremony BMA Awards on November 6, 2024

[Need more information?](#)

[www.belgianmarketingawards.be](http://www.belgianmarketingawards.be)

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