The Importance of Being Excellent

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What is Marketing Excellence?

* It drives businesses forwards in the short and long term.
* It demonstrates exemplary strategic planning
* It displays first class creative thinking and execution
* It tries things that haven’t been done before
* It challenges clients and agencies to be ambitious
Why clients should enter the Marketing Star Awards

* It will enhance your reputation within our own company.
* It will enhance your reputation within the industry.
* It will foster internal team bonding.
* It will enhance your changes of promotion or being headhunted.
* It will prove that you understand the function of marketing is to lead an organisation’s businesses plan.
Why agencies should enter the Marketing Star Awards

* It will enhance your reputation with your client.
* It will enhance your reputation within the industry
* It will increase your appeal to other clients by sending clear signals that you are interested in more than creative awards
* It will allow you to recruit better people
* It proves that you know the function of marketing is rooted in effectiveness and best practice.
How Can Marketing Excellence Be Judged?

* The clarity of your ambition
* The effectiveness of your thinking and planning
* The quality of your implementation
* The evidence of your results
* The structure and design of your entry
* The quality of your written case study
Having an interesting story and some nice creative work is not enough to win

* You need your narrative to be utterly compelling.
* You need to demonstrate insight.
* You need to display a joined up approach across a number of different channels.
* You need to show creative interpretation that is original and memorable.
* You need to quantify a behavioural shift amongst your target audience.
* You need to prove effectiveness results and genuine impact.
10 mistakes people make when entering papers

1. The paper looks visually distressing.
2. The writing is grammatically weak and dull to read.
3. No learning or insight has been identified.
4. Any results are either spurious or buried away.
5. The client thinks their size and stature enables them to cut corners
10 mistakes people make when entering papers

6. The paper comes over as smug and self congratulatory.
7. The campaign costs have not been factored in.
8. There is no evidence of a joined up media approach.
9. The paper ends with a fizzle rather than a bang.
10. The paper fails basic criteria by being overlong or entered late.
Some tips.

* Art direct/design the hell out of your submission
* Use your best writers to write the paper. (If you don’t have good writers, hire one).
* If you haven’t go insights, don’t waste your money on entering.
* Mention your results at the beginning and also at the end.
* Make sure your creative work looks first class as well as any graphs and tables you need to support your case.
* Give yourself a false deadline a month early. Do not leave it to the last minute.
If it helps, seek impartial guidance on entering a specific paper.

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