



**ALL IRELAND  
MARKETING  
AWARDS**

## Optimising your MII AIM entry

Winning on the biggest marketing stage of the year and enjoying the celebration of an MII AIM Award is unparalleled in our marketing world. To help you optimise your entry and maximise your chances of winning, MII CEO, Shane McGonigle met with Chairman of the Jury Colin Gordon to summarise what they see as the key features of a winning entry.

MII AIM Awards are incredibly competitive and it is a real challenge to win one of these coveted trophies. There is of course no single recipe for success as the competition in every category is tough. However, you may optimise your entry by considering the following guidelines.

Importantly, you will see an explanation text to the right of each entry question. You are encouraged to focus your response on the direction given in that text. It is there to guide you and help you to present your case on the terms that the judges will use to judge it.

**Section One** of the entry form is the **Background**. You must articulate the business challenge clearly and not just the marketing challenge. This is critical to a strong entry and is the foundation upon which your entry will be judged both in its own right, and versus other entries in your category.

Why is the business challenge so important? The role of marketing is often to address different challenges, from new product development to brand positioning to tactical promotion. The challenges are diverse but the role of the marketing professional(s) remains the same – we must successfully resolve the business challenge via marketing discipline.

**Section Two** of the entry form is **Actions**. Considering the strategic importance of marketing, you are encouraged to highlight how your marketing strategy and tactics were chosen in light of the dynamics of the challenge you identified in section one. Establishing the strategic link between the business challenge and the actions you took is a very important component of your entry. Just listing activity without highlighting the applicability to your challenge may weaken your entry.

**Section Three** of the entry form is **Results**. You should aim to highlight the strategic integrity of your entry by proving clearly the resolution of the business challenge as a result of the work that you did. You should note that while the business challenge may clearly have been resolved, the judges will want to see evidence that the resolution was as a result of the marketing programme you are entering? We would also point out that while individual tactical results are important e.g. CTR rate, their relevance is optimised when the judges clearly see the link between that, combined with all other actions, to successfully resolve the business challenge.

In summary, MII AIMS are here to showcase the very best of your work, driving business success through the profession of marketing across every category in our economy.

**Top Tip:** The judges will be looking for the strategic integrity of the programme from top to bottom, from the business challenge to the resolution of that challenge through the programme you have delivered.

**Good luck and we hope to see you on stage on May 18th!**

