



**BUSINESS NEEDS MARKETERS TO DRIVE LONG TERM RESULTS.
WE MAKE A DIFFERENCE. MARKETING MATTERS.**

UAE Awards Entry Kit 2024

Our Awards recognise and celebrate marketing excellence. They provide valuable evidence and ammunition for the marketing industry to demonstrate how best-practice marketing builds brands and drives business growth. We look at business results, alongside creativity, storytelling and the impact made - providing clear evidence of marketing's effectiveness.

We want to showcase the brilliance of this industry in the region, to lead the way for growth for a better world. Our Awards tell stories. They show that great strategy, creativity and leadership can make a real difference to business; showing that **marketing matters**.

We are in a critical time for business and the economy, the very shape and nature of business is going through rapid transformation. We must help marketers lead the conversations that matter. We know that marketers are the ones who can unite, revitalise and ignite organisations.

"I believe that it is Marketing Excellence that will unlock the next wave of explosive growth in business... In our data-rich age, it is the great marketer's skill to identify transformative insights at the speed of culture & then bring creativity & digital unlocks to springboard to business building initiatives. I look forward to celebrating the exciting examples from our region's passionate marketers in judging The Marketing Society UAE Awards!"

Steve Chantry – Growth Innovation Marketing VP - West & East Emerging Markets, **Kraft Heinz**.
Judge for the UAE Awards 2024

WHY ARE AWARDS IMPORTANT?

1. **Peer recognition** – Our awards are judged by an elite panel of marketers
2. **Ammunition** - contribute to the wall of evidence of marketing's effectiveness
3. **Kudos** - help you retain top talent and recognise achievement.
4. **Inspiration** – Drive the industry forward by sharing your success

About our Awards

Our Awards set the standard for marketing excellence and have been widely recognised in the UK as the leading marketing awards since they were first launched in 1985.

Our mission is to celebrate and champion marketing leadership in the UAE. They are not just about creativity and effectiveness, which is the essence of marketing excellence, but the people, the leaders, the visionaries who are spearheading the way forward and showing why marketers can inspire us all, make us proud to represent the industry and the impact marketing has on business success and growth.

Awards are a pivotal tool in showcasing the work of brands and agencies who prove the power of marketing excellence on their businesses, driving demonstratable growth and ROI. And importantly the impact that marketers can have on society as a whole, addressing issues that we all know we need to effect change on.

As a not-for-profit company we aim to provide transparency at every stage of the judging process. The entries will be judged by 15 leading client-side marketers, so that truly the best work wins.

"What do marketers need to do in order to lead the change they want to see in the world? They must prioritize listening – understanding the changes desired by customers and teams. Marketers should serve as the voice, leveraging their insights and data on audiences to predict and advocate for the changes that both customers and the public desire. This presents a significant opportunity for marketers to drive meaningful change within organizations."-

Anja Petrovski - Marketing and PR Director, **Audi Volkswagen**. **Judge for the UAE Awards 2024**

KEY DATES

- **Entries Deadline | 22 March**
- **Judges Review | 17 – 24 April**
- **Awards Ceremony | 6 June**

Link to entry: Fill out this [form](#)

Read on for entry criteria, information on the categories, judges and tips for your entries.

Entry criteria

- What was your objective and why was this important to the business? Max 20 points
- What new strategies and creative and innovative approaches did you take? Max 20 points
- What were the risks? Max 20 points
- What were the measurable results? Max 20 points
- How does your work advocate the reputation/importance of the Marketing industry? Max 20 points

CATEGORIES

- Brand Communication
- Brand Evolution
- Customer Experience and Engagement
- Sustainability (new for 2024)
- Successful and Effective Partnerships (new for 2024)

BRAND EVOLUTION (including digital transformation or other)

More than ever brands have to be agile and able to flex and change to societal and global demands which impact their business. This award will recognise a brand that has embraced an evolution with clear marketing strategy at the heart of it to effectively grow their brand. This can be a full brand evolution or single product evolution that had a clear objective of achieving greater results, customer engagement and market share.

BRAND COMMUNICATION

How you communicate your brand and position it in the market is core to business success. We will recognise those brands who can showcase excellent marketing strategies that bridged the gap between the brand and the consumer. Showcasing how you understood and connected with them and how you executed your campaign effectively, either in single or multimedia platforms that created a 360-customer experience.

CUSTOMER ENGAGEMENT & EXPERIENCE

Customer loyalty is vital for brand growth & success, consumers champion brands who put customer over profit, this award will recognise those brands who live and breathe the customer first ethos and have developed and enhanced their relationships with their customers building trust and loyalty and always ensuring the customer experience is paramount.

SUSTAINABILITY

We believe that marketers can be the Changemakers needed to lead the way in delivering commercial strategies that also leave a positive impact for our economy, businesses, teams and society as a whole. Do you have a marketing led initiative that has helped to deliver SDG goals, growth and commercial returns for your organization? We want to hear what you have been doing and the impact you have delivered as a whole. What insight supports your strategy, how did you manage risk, how did you bring the campaign to life with market

differentiation, and what benefits did the campaign deliver for your organisation, customers and wider society? NB: Impact can be related to climate, environment, social and inclusion.

SUCCESSFUL & EFFECTIVE PARTNERSHIPS

Powerful collaborations can change business fortunes, we want to hear the story of successful partnerships and the impact they have had for all parties, how have your partnership strategies evolved, how have you innovated in this space and how to you build long term partnerships.

OUR JUDGES

Abdullatif Awadh, Senior Director, Marketing - Hotels & MICE, **Jumeirah Hotels Group**

Anja Petrovski, Marketing and PR Director, **Audi Volkswagen**

Gaurav Sinha, Marketing Director, AMEA, **Domino's Pizza International**

Hayleigh Ford, Head of Marketing, **Seagrass - a subsidiary of E.ON**

Inass Farouk, Marketing Director, **Microsoft**

Katerina Dixon, Group Director of Marketing, **Shangri La**

Khaled Ismail, CEO, **TOUGHLOVE Advisors**

Leyal Eskin, Head of Personal Care, **Unilever** Arabia

Marwa Kaabour, Group Head of Marketing & Corporate Communication, **Al Masaood**

Michael Golding, Executive Director Marketing Communications, **Ethara**

Moadh Bukhash, Chief Marketing Officer, **Emirates NBD Bank**

Mohammed Ismaeel Hameedaldin, Partner, **TOUGHLOVE Advisors**

Neda Shelton, SVP Group Communications, **Mubadala**

Ritesh Purohit, Director of Marketing, **du**

Sally Edwards, Senior Advisor, Festivals and Events, **Dubai Tourism**

Sholto Douglas-Home, Chief Marketing, Sales and Communication Officer, **Expo City Dubai**

Steve Chantry, Growth Innovation Marketing VP - West & East Emerging Markets, **Kraft Heinz**

Suad Merchant, VP Marketing, **Mashreq Bank**

HOW TO ENTER

- All entries must take the form of a written paper (Max 2000 words) for work during 2023. All entries will require a written summary (Max 300 words). Every entry must address each of the criteria points in order.
- Access the form [here](#)

For an example of a winning paper please see the [UAE Awards 2023, Brand Evolution Winner](#).

Want to talk through your submissions and best course of action?

You can let us know which categories you are thinking of entering and we can support you in the process - click [here](#) to fill out the form and we'll be in touch.

ENTRY FEES

- Member entries cost AED1,815 (\$495)
- Non-member entries cost AED2,370 (\$645)

If you are interested in finding out more about membership and the benefits please click [here](#).

JUDGES TOP TIPS

By Syl Saller, President, The Marketing Society

1. Read

Winning is not a dark art - there's lots of information to help you get this right.

If you are a marketing society member – and if you're not, why not – you can review the winners from previous years. See how others have told their story, used their data – and emulate the best of the best. Read the entire awards website, watch the videos and imagine your teams celebrating a win or making it on the shortlist.

And if you have questions – contact the fabulous [Siobhan](#) who runs our awards.

2. Regale

Tell your story in a captivating way. Think about judges reading through many, many entries that they diligently review– what's going to stand out?

They are looking for; brevity, clarity, relevance, evidence... often less is more, so long as the less is faultless.

3. Rigour

I can't tell you how important this is. We have a group of judges who can see through the BS and who know what great results look like. Don't call sales uplifts return on investment – they're not the same and it's just annoying. We know that small companies don't have the same kind of econometrics that big companies do, and we allow for this.

Simple and strong numbers that tell the story accurately, work.

4. Reuse

Yes, you can enter multiple categories because there may be many things that contribute to a success story – insight, media plans, creative work. But don't just submit the same case – adapt it to meet that particular category.

5. Right team

It really is worth the small investment of time it takes to write an entry.

Just put the right people on it and that is often client and agency working together. Pick just a few people who will tell the story well and have it reviewed by someone who knows how awards work.

FAQ

When is the entry deadline?

Entries are open now and the deadline is 22 March 2024.

What is your confidentiality policy for Award entries?

All material will remain confidential to the judges. Winning and highly commended cases will be published in The Marketing Society and on our partner's website Warc.com. Entrants have the right to mark financial info or sensitive parts of their entry as 'Not for publication'. This will, in all cases, be respected by the organisers.

Do you accept entries via email?

No, All entries must be submitted via the [form](#)

Which category should I enter? How do I know if it's the right one?

Please review all the categories and descriptions on our website and choose the one most appropriate, if you would like any advice please contact fill out this [form](#)

Are there any eligibility dates?

All work must be from 2023

How will my entry be credited if we are shortlisted/win?

The details you enter into the portal are the details we will use on any promotional material and indeed for engraving trophies should you win, so it is imperative that you include the correct information on your submission. Including listing everyone who needs to be credited and ensuring the entry title is how you will want it to be referred to. For example if you call your entry 'The Marketing Society Awards entry 2024' this is what will be published

Can I be invoiced for my entry?

In exceptional circumstances we can issue invoices, however, it is important to note your paper will only be passed to judges if payment has been received by 22 March 2024

Do I need to be a member of The Marketing Society to enter the Awards?

No. Please leave the membership number field blank on the entry form if you are not a member. Members of the Society do receive a discount on their entries, if you are interested in finding out more about membership please contact [Umaima](#) our Community Growth Manager.

When & how will the shortlist be announced?

The shortlist is announced on our website and social platforms and all entrants will be written to via email shortly after the judging day. Those who are shortlisted will be provided with visual assets they can use to showcase their nomination.

When and where is Awards night?

The awards ceremony will take place on the evening of 6 June in Dubai.

Any advice on how to win?

Yes. Head to our YouTube channel and the Awards playlist. There you'll find advice from past judges on what they look for in a winning paper, as well as insight from senior marketers from the winning brands, interviewed on Awards night.



Can I see any winning papers from past entries?

Members of The Marketing Society have access to hundreds of winning and highly commended papers from our Awards in the content hub of our website, these are accessed by logging into your online account.

If you are not a member of The Marketing Society, you can view our [UAE Awards 2023, Brand Evolution Winner](#)

If we win, are we able to receive more than one trophy?

Multiple trophies are able to be purchased. Details will be shared when the winners are announced.

Are there any partnership opportunities?

We have a variety of opportunities available, and can work with you to tailor your package. For more details please contact [Alasdair Hall-Jones](#).