



## 2010 SELECTION CRITERIA

### ABEX MARKETING

The Achievement for Business Excellence Award for Marketing is awarded to the business demonstrating exceptional performance in the execution of a successful marketing strategy. The jury evaluates the success of a marketing program giving consideration to the nature of the product and the relative size of the business.

The following is a guide to assist you in your nomination.

#### Strategy

- Highlight the marketing initiative your company has undertaken. Be clear about what you are selling, what geographic region you are targeting, and who you are marketing to.
- List any targets you have set in relation to this marketing strategy (i.e. financial, increased website traffic, etc.).
- Identify which of your targets have been achieved and the timeframes it took to achieve them.
- Indicates the challenges your company has faced, specifically with regard to finances, innovation, competition, market reaction, etc.

#### Distinctiveness

- Illustrate the unique and distinctive elements of your marketing strategy.
- Show evidence of research and deliberation decisions regarding: target markets, product/service, pricing, promotion and distribution.

#### Impacts

- Identify the impacts of the marketing strategy in terms of sales.
- Indicate the percentage of the firm's resources committed to the strategy.
- Explain how the market strategy relates to long term sustainability and expansion.

#### Additional Information

The following information is not mandatory.

- Letters of support recognizing your initiative.
- Articles or other media pieces portraying your efforts.
- Any other materials (e.g. company reports) illustrating your commitment.

#### Helpful Hints

- Applicants are judged using a points system. Detailed answers typically trigger more points; therefore, make your application as complete as possible.
- Unanswered questions are awarded zero points; please ensure you have answered all the questions.
- The Selection Committee consists of individuals who will not be familiar with your business, please be clear about what you do and avoid the use of abbreviations and jargon.
- The judging criteria for all ABEX Awards takes into account the relative size of the business and the relative impact of their activities.

Questions?

Please contact Trevor Doroshenko at the Chamber office- 306-352-2671