



My CMA entry checklist:

- Included Marketing objectives and have shown how they fit with overall business objectives (make sure your objectives are specific, measurable and timed).
- Outlined the strategy developed and the reasons for its formulation.
- Explained your choice of campaign type or style and why it was made.
- Detailed the implementation process.
- Included cost details and ROI and that you have provided results, any financial or audience response data.
- Supplied supporting material: photographs and/ or other graphic images are included that illustrate your entry.
- Provided at least one photo or image in high resolution, 300 dpi, for potential reproduction in the awards brochure.
- If entering the Young Marketer of the Year awards, included a portrait photo.
- Provided one pager 'poster' in A4 format that summarises your entry, saved as a high-resolution pdf (a very useful tool in the judging process).
- Covered all category entry criteria in an easy to find and clear to understand format.
- All or part of the entry may be displayed free of any reproduction fees by any media supporting the awards.
- There are no copyright restrictions on any of the material submitted.
- Marketing entered upholds best practice and does not cause offense, is not abusive, prejudice or misleading in nature.
- Authority to complete the entry on behalf of any agency or client company involved in or mentioned in the entry.
- Work entered was completed between June 2017 and August 2018.