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| **NOMINATION INFORMATION** |
| Company Name:  |
| City: | Province: |

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| Name of person who completed this form: |  |
| Title:­­ |  |
| Phone Number:  |  |
| E-mail: |  |

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| Person to contact if we require follow-up: |  |
| Title:  |  |
| Phone Number: |  |
| E-mail: |  |

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| **TELL US ABOUT…** |
| **1** | **IN THE MARKETPLACE**: Provide an overview of at least two marketing programs, strategies or creative executions the company has put in-market since August 2015. Include product/campaign details, goals, target markets and how the campaign spoke to consumers in a fresh way.  |
| **2** | **RESULTS**: How did the new campaigns perform? Include applicable results such as product sales, growth in category, brand lift and awareness levels, page views, social media growth, awards, etc.  |
| **3** | **NEW AND IMPROVED**: Please list any new products or marketplace innovations your company has launched since August 2015, explaining the market they serve.  |
| **4** | **HOW HAVE YOU MEASURED YOUR BRAND(S)’ OVERALL SUCCESS IN 2016?** And what do your key performance indicators say about your year? |
| **5** | **INFLUENCE/LEADERSHIP**: Explain how the company was truly a leader in its category, one that set trends, changed the competitive landscape and was generally the one to watch for its rivals.  |
| **6** | **OTHER COMMENTS**: Feel free to supplement this nomination form with additional materials that you feel will be relevant to our deliberations. Why should your company be one of Canada’s Top Marketers in 2016? |

E-mail: Kristin.Laird@marketingmag.rogers.com