

|  |  |
| --- | --- |
| **NOMINATION INFORMATION** | |
| Agency Name: | |
| City: | Province: |

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

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **NOMINATION QUESTIONS** | | | | |
| **1** | **Describe your agency’s specialties and what makes it unique.** | | | |
| **2** | **Number of employees at the end of August 2015:** |  | **Number of employees presently:** |  |
| **3** | **Revenue change from fiscal 2015 to 2016 (or most recent results available).** | | | |
| **4** | **Tell us about the kind of year you’re having. What are some of your outstanding achievements?** | | | |
| **5** | **How would you describe your agency’s growth (expansions, new key hires or business units, etc.)?** | | | |
| **6** | **Your business is changing. What is the company doing to ensure its success in the next five years?** | | | |
| **7** | **List the clients you’ve won between August 2015 and the present. Please indicate the portion of the client’s account you work on (digital, direct, full AOR etc).** | | | |
| **8** | **List the clients you lost between August 2015 and the present.** | | | |
| **9** | **What other key clients do you handle presently? Indicate those for which you are agency of record or the portion of the client’s account you work on (digital, direct, project etc.).** | | | |
| **10** | **Industry leadership: Describe your agency’s involvement in the marketing community, or the community at large, including conference participation, education, involvement in award shows and charitable works.** | | | |
| **11** | **List any industry awards (Canadian and international) that your agency has won in the last year.** | | | |
| **12** | **Provide case studies for at least two campaigns or projects that your agency was involved in during the past year that best showcase its abilities. Please include all relevant success metrics to demonstrate how you helped your clients’ businesses.** | | | |
| **13** | **What else should we take into account when assessing your agency?** | | | |

**E-mail:** [**Jeromy.Lloyd@marketingmag.rogers.com**](mailto:Jeromy.Lloyd@marketingmag.rogers.com)