



Submission process

ICCA Best Marketing Award - Judging Criteria Simplified

To increase your chances of being shortlisted for the ICCA Best Marketing Award, focus on the following key points:

1. Research & Rationale is worth 10% of the points

- Provide information on the problem you were looking to solve. Tell us why your marketing initiative was established to tackle the problem. Make sure it is a marketing initiative.

2. Determining and Measuring Success is worth 20% of the points

- Clearly outline the objectives of your initiative. What were you hoping to achieve?
- What did you do to make it happen?
- Define how you were going to measure the success of the initiative (e.g., more leads, increased awareness) and how it will be measured (data, testimonials, return on investment/budget).

3. Innovation & Creativity is worth 30% of the points

- Demonstrate a level of innovation, whether through fresh ideas, exploring new markets, leveraging new technology, or creating efficient processes.
- List as many elements of what you did that was new and different and innovative in your application.

4. Long-Term Impact is worth 15% of the points

- Showcase that your marketing initiative goes beyond short-term celebrations and promises a lasting impact. Give examples. It works best if your initiative has been up and running, so you have measurable results.

5. Communication/Presentation is worth 25% of the points

- Ensure your award submission is clear and compelling.
- Craft a presentation that effectively communicates your initiative.
- Use short sentences
- Write in English
- Focus on answering the questions
- Give examples of what you did, how you did it and any data/measurements



Submission Process:

- Open to all ICCA Members and associations.
- Submit entries digitally through the provided link.
- Include a written proposal of a maximum of 1000 words.
- Clearly and simply address the criteria objectives in the submission form.
- Submit a personal video presentation (max 1.30 mins) adhering to the specified criteria:
- Finalists must be able to attend and present in person at the ICCA 2025 Congress in Porto, Portugal.
- Remember...Personalised touch: Showcase 'you,' your team, and your efforts.
- Tone: Engage judges by storytelling in an interesting manner.
- Simple video production: Quality should align with smartphone standards. No big budget needed.
- Creativity over budget: Recognise outstanding achievements with little to no budget. Tell us your budget.

Remember that you could check previous winners projects and finalists, download their proposals, and check the videos they used for their applications

[Check out previous winners](#)

Follow these guidelines to present a compelling entry and increase your chances of winning the ICCA Best Marketing Award 2025. Good luck!

[Submit your entry](#)