



The Chartered
Institute of Marketing

Northern Awards 2017

Categories

B2B Campaign

Outstanding campaign in business to business communications, delivering return on investment (ROI) and demonstrating strategic and tactical thinking, which has either been conceived or delivered in the north of England.

B2C Campaign

Outstanding campaign in business to consumer communications, delivering return on investment and demonstrating strategic and tactical thinking, which has either been conceived or delivered in the north of England.

Public Sector Campaign

Outstanding marketing campaign, which was successfully delivered by or on behalf of a public sector organisation, which has either been conceived or delivered in the north of England.

Not-for-Profit Campaign

Outstanding marketing campaign, which was successfully delivered by or on behalf of a charity or not-for-profit organisation, which has either been conceived or delivered in the north of England.

Digital Campaign

Outstanding digital/social media campaign that has successfully met objectives and delivered excellent results, that has either been conceived or delivered in the north of England.

Integrated Campaign

Outstanding integrated/multi-channel campaign that has successfully met objectives and delivered excellent results, that has either been conceived or delivered in the north of England.

Best Use of Insight

The very best campaign that reflects excellent use of insight, excellent knowledge and understanding of its target audience, including data and analytics, which has either been conceived or delivered in the north of England.



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Best Use of Creative

The very best campaign that reflects excellent use of creative, including VR/AR, PR, Advertising, Design, Innovation and content marketing, that has either been conceived or delivered in the north of England.

Best Use of Branding

The very best campaign that demonstrates excellent knowledge and understanding of its target audience for a new brand, re-brand or brand extension, which has either been conceived or delivered in the north of England.

Best Campaign

Outstanding marketing campaign that has met the objectives and delivered excellent results, that has either been conceived or delivered in the north of England. It is recommended that entrants submit for this in addition to the above mentioned categories.

In-House Team of the Year

Best northern based in-house marketing team, delivering on objectives and proving return on investment.

Consultant/Freelancer of the Year

Best northern based consultant or freelance marketer with proven results and testimonials from clients.

Agency of the Year

Best northern based agency that has demonstrated an ongoing and sustained commitment to delivering best practice, demonstrated a creative and innovative approach to marketing for their clients and achieved growth.

Marketer of the Year

This award will celebrate a talented and inspiring marketing practitioner who delivers outstanding work, is a role model and inspiration to colleagues and is respected by industry peers. The winner will be selected by Recommended Agency Register (RAR) and awarded on the evening of the awards ceremony. Please note, this category is not open for entry.

Studying Member of the Year

This award will be determined by the student achieving the highest grade from those completing the CIM Diploma in the past year. The shortlist will be selected by the highest achieving students in the North West, North East and Yorkshire, and the winner will be announced on the evening of the awards ceremony. Please note, this category is not open for entry.



Ambassador of the Year

This award will recognise the hard work of a volunteer member. The shortlist will be selected from North East, North West and Yorkshire by Diane Earles, Network Manager for CIM in the north of England. Please note, this category is not open for entry.

Lifetime Achievement

This award will celebrate an individual who has given a lifetime of service to the marketing industry in the north of England. The winner will be selected by CIM and announced on the evening of the awards ceremony. Please note, this category is not open for entry.