

2020 Marketer of the Year Award

Introduction

The PMA Australia-New Zealand and Produce Plus Magazine “Marketer of the Year” Award is open to any individual or team who through a marketing campaign, has shown excellence in the marketing of fresh fruit, vegetables or flowers in Australia or New Zealand in the past year.

Nominees can come from any part of the value chain including seed companies, growers, packers, processors, shippers, importers and exporters, wholesalers and retailers, foodservice, government agencies, associated suppliers to the industry, and many more – any stakeholder from seed to shelf is eligible.

JUDGING

Nominations are judged against the below criteria by a panel consisting of representatives from PMA A-NZ and Produce Plus, with the options to invite other non-aligned experts to help with the judging. The panel judges against the below criteria:

- The ability to develop and execute a highly visible, effective marketing campaign.
- How the mix of marketing tools were used to position the campaign to the target audience.
- The ability to utilise unique features to stand out from other campaigns.
- Validated evidence highlighting the campaign’s success.
- How the campaign could be used to promote importance of marketing to industry.

NOMINATION FORM

The nomination form for the PMA Australia-New Zealand & Produce Plus Magazine Marketer of the Year Award is split into four parts:

- Part A: Your Details
- Part B: The Nomination
- Part C: Marketing Campaign Details
- Part D: Supporting Material

Please ensure you have completed all four parts addressing all criteria before submitting your form. Your entry is judged not only on your responses to the following questions, but also on the quality of the supporting material submitted.

Part A. Your Details

Name:	
Company:	
Email Address:	
Phone Number:	

Part B. The Nomination

In 250 words or less, briefly tell us who you are nominating and the product or marketing campaign you are nominating them for. Please include a brief summary of the nominee’s marketing achievements over the last year.

Note: the nomination can be for yourself, a fellow industry member, or a team.

Please provide contact details for the person or team you wish to nominate.

Note: If you are nominating a team, please provide details for the team leader/key contact below. If you are nominating yourself, please provide any details you have not already provided above.

Nominee's Name:	
Nominee's Company:	
Nominee's Phone Number:	
Nominee's Email Address:	
Nominee's Postal Address:	
Nominee's Country:	

Part C. Marketing Campaign Details

Note: Try to keep your responses concise and to the point.

Please outline the campaign's key success metrics:

Please outline the target audience/s for the campaign:

Please outline the marketing tools used in the campaign, and detail why they were selected for the specific target market and how they have been applied:

In dot points, please outline the unique features of the campaign:

Please detail evidence of the campaign's success:

Please detail how you would promote the Marketer of the Year Award to help your business grow and develop over the next year:

Do you have any additional information you wish to add:

Part D. Supporting Material

Please include supporting material as part of your entry. This can include images, marketing collateral, spreadsheets, videos and social media links that best showcase the marketing campaign, its unique features and provide evidence of the campaign's success.

Submission

Please submit your completed entry form along with any supporting material to s.clayfield@pma-anz.com. Please ensure you have completed all four parts and addressed all criteria before submitting your form.

For assistance or further enquiries please contact:

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