



MARKETING SOCIETY STAR AWARDS

THE MARKETING SOCIETY

SCOTLAND

WILL YOUR MARKETING STARS ALIGN?

Call for Entries 2024



It's not what's written in the stars, it's what's written in your paper. Make it count.

Deadline for Entries - Monday 12 February 2024

#STARAWARDS24

www.starawards.marketingsociety.com

@MARKETINGSOCSCO

WELCOME FROM OUR AWARDS CHAIR

Celebrating 20 years of the Star Awards

As we reach a significant birthday of the Star Awards this year, I thought I should reflect on our original objectives and key principles.

The awards were developed in line with our vision to build a vibrant marketing community in Scotland renowned for enlightened thinking, innovation, and creativity.

Our objectives are to promote best practice in case study writing as well as recognising talent at all levels from schools, colleges and universities to our leading organisations, rising stars and inspirational leaders.

The awards also encourage collaborations between clients and their agencies in helping to craft entries before celebrating together as a community at the gala dinner.

Each year we encourage new entrants from a wide range of sectors and disciplines and from organisations large and small. In 2023 we were delighted that there were more than 50 new entrants.

An important principle of the Star Awards is ensuring the judging process is as inclusive, consistent, and transparent with all members of The Marketing Society encouraged to participate. And we are hugely appreciative of the role Hugh Burkitt has played over 20 years making sure the judging is as fair and robust as possible.

With an increasing number of entries and higher standards of case study writing each year it is a real accolade to win a Gold, Silver or Bronze Star award, but it is also a real achievement to be a finalist and reach the shortlists.

Finally, I'd like to thank The Union for this year's astrological theme. It's all about understanding that your fortunes are guided by craft and graft, and not examining tea leaves or poking a stick in some sheep's entrails. When strategy and creativity align, then success takes care of itself.

I wish you all the best with your entries and I look forward to seeing all our industry stars sparkle on the night in question. Scorpios and Sagittarians, I'll be keeping an eye on you.

Kirsteen Beeston

Global Marketing Director – Bowmore, Auchentoshan & Irish Whiskey and
Chair of the Star Awards 2024

CATEGORIES & AWARDS

1 Development Category

- 1.1 Star School Award
- 1.2 Star Marketing Student
- 1.3 Aspiring Creative Star
- 1.4 Rising Agency Star
- 1.5 Rising Creative Star
- 1.6 Rising Marketing Star

2 Strategy Category

- 2.1 Brand Development
- 2.2 Digital Strategy
- 2.3 International Marketing
- 2.4 Integrated Marketing
- 2.5 Marketing Planning and Insights
- 2.6 Marketing in Society

3 Communication Category

- 3.1 Advertising
- 3.2 Brand Experience
- 3.3 Design
- 3.4 Digital Communication
- 3.5 Media
- 3.6 PR

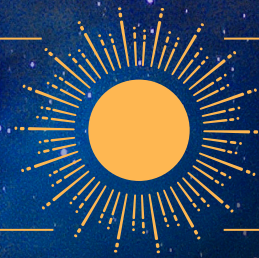
4 Sector Category

- 4.1 Financial and Professional Services
- 4.2 Food
- 4.3 Drink
- 4.4 Public Sector
- 4.5 Retail and Hospitality
- 4.6 Tourism, Leisure, Culture and Sport

5 Chairman's and Champions Category

- 5.1 Chairman's Award for First Time Entry
- 5.2 Chairman's Award for Small and Medium Sized Enterprises
- 5.3 Champions of Diversity, Equality and Inclusion Award
- 5.4 Star Agency of the Year
- 5.5 Star Marketing Team of the Year
- 5.6 Inspirational Agency Leader of the Year
- 5.7 Inspirational Marketing Leader of the Year

PLANNING CHECKLIST



ENTRY GUIDELINES

- ☀ File the Call for Entries brochure for reference and to help decide which categories you will enter.
- ☀ Go to our website: www.starawards.marketingsociety.com and read through the previous shortlists, judging criteria and case studies. Start pulling together the information, results, and references for your entry.
- ☀ Volunteer for judging by end of January 2024 by registering [here](#) Members, Fellows and Advisory Board will also receive an invitation via email in December 2023.
- ☀ Please note there is a maximum of 4 judges per organisation permitted to participate as judges on the panels.
- ☀ Up to 4 additional members at First Role or Future Leader level are encouraged to score allocated entries online as a useful training and development exercise.
- ☀ Join our virtual Star Awards Showcase event in December for insights and inspiration for writing winning entries.
- ☀ Join our virtual Judges Briefing Session in January for judging guidance.
- ☀ Decide which Rising Stars you will nominate – Rising Creative, Rising Agency and Rising Marketing Stars. Nominate by emailing marketingsociety@luxevents.co.uk by February 12, 2024.
- ☀ Nominations for the Champions Category – Inspirational Agency Leader and Inspirational Marketing Leader should be submitted by February 12, 2024.
- ☀ Make sure you submit your entries by the awards deadline of 5pm on February 12, 2024. There will be an additional fee for late entries.
- ☀ Look out for the announcements of the shortlists in April 2024.
- ☀ Book your tickets for the Star Awards Gala Dinner in Edinburgh on June 20, 2024.

You could sacrifice a goat (frowned upon these days), indulge in some self-flagellation, or pray to the gods that your entry be looked upon favourably by the judges. Or you could just pen a stonking paper in the first place and leave nothing to chance.

- ☀ Refer to the scoring criteria for each category.
- ☀ The maximum word count for all entries is 1500. Your word count must be shown on the front page of your entry. If you exceed the word limit, you will be deducted points.
- ☀ NEW FOR 2024 – An executive summary (max 100 words) should be provided. This will be used post-event on the website and for sharing case studies.
- ☀ NEW FOR 2024 – Please provide a redacted version of your entry for sharing as a case study (optional).
- ☀ NEW FOR 2024 – The title of your entry should have a maximum word count of 10.
- ☀ Entries should relate to work that was planned, developed, or evaluated in 2023.
- ☀ Entries should be from, or entered on behalf of, Scottish based organisations but can relate to activity anywhere in the world.
- ☀ Each case study can be entered in a **maximum of two categories**. Please note this applies across agencies, so if you are working collaboratively, you will need to agree who is submitting and named in the entry.
- ☀ Ensure all details on the entry form are completed.
- ☀ Entries should be submitted in the form of a PDF document.
- ☀ The PDF should be a maximum of 10MB.
- ☀ URL links may be included in the field provided on the entry site. Please do NOT embed them directly within your entry.
- ☀ A maximum of 2 videos can be included as separate attachments.
- ☀ Late entries will be subject to additional charges (details on page 24).

MARKETING STAR SIGNS

SCORPIO

The Stinging Juror



**DESTINED TO HATE YOUR PAPER BECAUSE
YOU SNUBBED THEM AT AN INDUSTRY EVENT IN 2007.**

JUDGING

Information

Have a gift for spotting the tell-tale signs of a winning paper?

- ☀ All members are invited to be involved with the Star Awards judging and will be allocated categories to score the case studies online. Members at Leader level and invited judges with category insights will be invited to sit on the panels which decide the shortlists and winners.
- ☀ If you'd like to take part as a judge, please register [here](#) by the end of January 2024.
- ☀ The judging dates are Wednesday 20 & Thursday 21 March and Thursday 8 May 2024. Judges will be allocated either a two-hour morning or afternoon session assessing entries where there is no conflict of interest. If there is any potential conflict of interest the judging chair should be informed at the start of the session.
- ☀ Judges must score the entries online at least 48 hours prior to attending a panel session.
- ☀ Judges can bulk download their assigned entries on Award Force by clicking 'bulk download' at the bottom left of their judging view.
- ☀ We recommend that all judges read the ultimate guide for any questions they have on the Award Force system.
- ☀ The online scoring may influence the judging but may not determine the shortlists or winners. The average scores provided to the judging panels will include those provided by the Future Leaders and First Role member scores.
- ☀ The final decision will be made by the judging panel with the Judging Chair having the casting vote if required.
- ☀ The Judging Chair also reserves the right to recommend reviewing entries in other categories.
- ☀ A maximum of 6 entries will be shortlisted in any category.
- ☀ Gold, Silver and Bronze awards will be awarded in most categories if a minimum standard has been achieved.
- ☀ Entrants will be provided with their average scores, if requested, across the various judging criteria.
- ☀ Judging will be held virtually via Zoom.

LIST OF 2023

JUDGES



NAMES	COMPANY	NAMES	COMPANY	NAMES	COMPANY
Abigail McCormack	STV	Gill Jarvie	Republic of Media	Miranda Shannon	Multiply UK
Adam Smith	The Gate	Gill Hanlon	STV	Morna McLelland	Stripe Communications
Ailsa Graham	Tesco Bank	Gill Petrie	STV	Nathalie Agnew	Muckle Media
Alasdair Wallace	Material	Gillean McLaren	.DC Thomson Media	Oliver Swaden	Tesco Bank
Alison Winship MacKay	Beam Suntory	Graeme Davies	UXL Marketing	Paddy Baxter	Frame
Amy Slesinger	Bright Signals	Greg McEwan	McEwan Marketing	Pamela Wilson	Union Direct
Amy Collins	Sainsbury's Bank	Gus Chalmers	Union Direct	Patricia Pieroni	SQA
Amy Peters	Dynam	Hannah Alexander	Wemyss Family Spirits	Paul Menzies	C&C Group GB
Andrea Knoop	Edrington	Hazel Alexander	C&C Group	Paul Borthwick	Lane
Andy Gray	StudioLR	Ian Duncan	Lane	Pauline Aylesbury	The Scottish Government
Anna Vaughan	NatWest Group	Ian McAteer	The Union	Pete Martin	Always Be Content
Anneli Ritari-Stewart	Royal London	India Morrow	First Milk	Peter Wright	Multiply UK
Bethan Mackenzie	John Doe	Jacqueline Reid	Volvo Construction Equipment	Petra Cameron	NatWest Group
Cara Chambers	International Beverage	Jacquelyn Whyte	Muckle Media	Rachel McMullan	The Union
Carly Gilchrist	DC Thomson	Jane Stewart	EssenceMediacom	Richard Kelly	MediaSpark
Carol Prest	BBC	Jane McTaggart	EssenceMediacom	Richard Simpson	Tayburn
Caroline McGrath	The Media Shop	Jenifer Spinks	Beam Suntory	Rob Catterson	Brand Scotland/Scottish Enterprise
Cate Nelson Shaw	Remarkable	Jennifer Robertson	SPEY	Rod Gillies	Whyte & Mackay
Catriona Summers	Guy & Co	Jenny Terris	Guy & Co	Roderick Keating	Sainsbury's Bank
Catriona Quinn	Muckle Media	Jill Walker	The Scottish Government	Ross Jardine	Always Be Content
Chris Batchelor	Muckle Media	Jo Coomber	National Galleries Scotland	Sarah Baillie	The Scotsman Group
Chris Bruce	The Lane	Joanne McTavish	esure Group	Sarah McKerley	Edrington UK
Claire Wood	The Scottish Government	John Bernard	Dexcom	Sheryl Thomson	Union Direct
Claire Moyles	Sainsbury's Bank	John-Paul Murphy	Macdonald Hotels	Shona McCarthy	Edinburgh Festival Fringe Society
Claire Prentice	The Scottish Government	Kat Urquhart	Sainsbury's Bank	Shona Smith	Places for People
Clare Willis	National Trust for Scotland	Katherine McIsaac	The Scottish Government	Simon Watson	Republic of Media
Colette Gourlay	Edrington UK	Kelly Ling	Dentsu	Simon Crunden	Republic of Media
Cori Schwabe	Leith	Kenneth McFarlane	People's Postcode Lottery	Siobhan Nicolson	ICAS
Dan Sear	EssenceMediacom	Kenny Nicholson	AG Barr	Sorcha McClinton	The Union
Dave King	StudioLR	Kirsteen Beeston	Beam Suntory	Stacey Bridges	Weber Shandwick
David Roberts	Multiply UK	Kirsten Korhonen	Union Direct	Stephanie Forsyth	Whyte & Mackay
Deborah Mackay	Republic of Media	Kirsty Grierson	Stripe Communications	Steven Flanagan	Weber Shandwick
Douglas Brown	The Union	Laubscher Coetzee	Royal London	Stuart Mackenzie	Tennent's
Dyan Owen	Weber Shandwick	Lindsay Montgomery	Lloyds Banking Group	Stuart McLaren	SQA
Ed Dalgleish	Guy & Co	Lisa King	The Union	Tala Cook	ALT
Ed Vickers	LOOP Agencies	Lorna King	Hymans Robertson	Tana Stenhouse	Sainsburys Bank
Ekaterina Kolesnik	Beam Suntory	Louise Fraser	Jump Research	Tim Malseed	John Doe
Emma Preston	Edrington UK	Lucy Henderson	C&C Group PLC	Toby Hutchins	EssenceMediacom
Emma Campbell	Union Direct	Lyndsay Snoddan	The Union	Tory Benyon	The Union
Fiona Gray	Equator	Madeleine Macaulay-Stuart	Sainsbury's Bank	Valerie Weaver	Multiply UK
Fiona Kennie	Innis & Gunn	Marco Di Ciacca	Edrington UK	Vickie Fawcett	Dentsu Creative
Fiona Luke	Edrington	Mark McGuinness	Guy & Co	Vicky Hope	LOOP Agencies
Fleur Maguet	Beam Suntory	Matthew Mitchell	Big Partnership	Victoria Allison	STV Creative
Gemma Bell	Stripe Communications	Michael Hart	The Union	Zoe Coyle	Always Be Content

Category

DEVELOPMENT

If you've already had a glimpse of the stars of tomorrow (without the aid of Tarot cards) then this is your chance to help them shine.

There is no cost to enter the Development Awards.

The Rising Marketing Star, Rising Agency Star and Rising Creative Star categories are by nomination only. If you know someone or work with a Rising Star that you would like to nominate, please email your nomination (up to 200 words) to marketingsociety@luxevents.co.uk before February 12, 2024.

Candidates will be contacted, asked to complete a questionnaire and if shortlisted, will be invited for interview.

All shortlisted candidates in the Development Category will be invited for an interview on May 8, 2024.

1.1 Star School Award

This award will be presented to the team of pupils that produces the best marketing strategy as part of their business plan for a new product or service developed in line with the YES Business Award involving schools throughout Scotland.

In association with **Young Enterprise Scotland and the SQA.**

MARKETING STAR SIGNS

VIRGO

The First-Time Entrant



**WATCH THEIR PUPILS DILATE AS THEY
DISCOVER THE JOY OF MOUNTING THE STAGE.**



1.2 Star Marketing Student

Star Marketing Students are nominated by universities and colleges from across Scotland and assessed at an Apprentice Day involving several team tasks as well as individual interviews. The finalists will be invited to the Star Awards Dinner. All nominated students are rewarded with a full year's membership with The Marketing Society sponsored by Edrington.

The overall winner will receive a paid placement with Edrington UK.

This award is sponsored by Edrington UK.

1.3 Aspiring Creative Star

The Aspiring Creative Star Award was developed to encourage entrants from all backgrounds who may be interested in a career in advertising and the range of creative disciplines in marketing communications.

The finalists will be invited to the Star Awards Dinner as well as receiving a full year's membership with The Marketing Society sponsored by Edrington.

The overall winner of the award will be offered a paid placement at Union Direct.

This award is sponsored by Union Direct.

Rising Stars

Candidates can be of any age but should have less than 5 years' experience working in the marketing industry. Candidates should be nominated based on their achievements in 2023 and potential to become an inspirational leader. Nominations should be fewer than 200 words. Shortlisted candidates will be asked to complete a questionnaire and interviews will take place via Zoom in May.

1.4 Rising Agency Star

The following areas will be scored:

Achievements in 2023	40 points
Experience	10 points
Expertise	10 points
Ambition	10 points
Interview	30 points

This award is sponsored by VisitScotland.

1.5 Rising Creative Star

The following areas will be scored:

Achievements in 2023	30 points
Portfolio	20 points
Experience	10 points
Ambition	10 points
Interview	30 points

This award is sponsored by John Doe.

1.6 Rising Marketing Star

The following areas will be scored:

Achievements in 2023	40 points
Experience	10 points
Expertise	10 points
Ambition	10 points
Interview	30 points

This award is sponsored by StudioLR.

MARKETING STAR SIGNS

LIBRA

The Balance Tipper



**STRATEGIC NOUS AND CREATIVE CHOPS
WILL ALWAYS TILT THE SCALES IN THEIR FAVOUR.**

Category

STRATEGIC

The Strategic Category is sponsored by  ALT

If you prefer to take control of your destiny than read the runes, then this award is for you. The scoring in this category has increased weighting to the strategic thinking, effective planning as well as the scale and evidence of results.

The following areas will be scored:

Ambition and clarity of objectives	15 points
Strategic thinking and effective planning	25 points
Effective execution and implementation of plans	15 points
Scale and evidence of results	25 points
Presentation of entry	10 points
Quality and craft of writing	10 points

Projects or campaigns can be Business to Business or Business to Consumer and to an internal or external audience.

2.1 Brand Development

Submissions can cover all aspects of brand development from a new product, service or innovation to a brand extension or brand revitalisation.

2.2 Digital Strategy

Submissions are invited that demonstrate effective development of digital strategy including efficient use of appropriate channels and platforms as well as innovative marketing tools. This could include case studies from the Tech and Data Sectors.

2.3 International Marketing

Submissions can cover any aspect of marketing used to develop business and brands in an international market or markets.

2.4 Integrated Marketing

Submissions are invited from any project or campaign that demonstrates strategic and creative excellence as well as the effectiveness from a sales promotion or direct marketing campaign.

2.5 Marketing and Planning Insights

Submissions can cover all aspects of marketing planning from the development of capabilities and resources to market research leading to customer and consumer insights.

This award is supported by Jump Research – The Marketing Society Scotland Research Partner

2.6 Marketing in Society

Submissions are invited that demonstrate marketing effectiveness and a positive impact on society, including the environment and health, whether they are cause related, charity or not for profit.



Category

COMMUNICATION

The Communication Category is sponsored by [essencemediacom](https://www.essencemediacom.com)

Found better ways to reach your audience than a meteor shower or a plague of frogs? Then you might like to know that judging criteria in this category has a greater emphasis on creative execution and implementation as well as scale and evidence of results.

The following areas will be scored:

Ambition and clarity of objectives	15 points
Strategic thinking and effective planning	15 points
Originality, creativity, execution, and implementation	25 points
Scale and evidence of results	25 points
Presentation of entry	10 points
Quality and craft of writing	10 points

Projects or campaigns can be Business to Business or Business to Consumer and to an internal or external audience.

3.1 Advertising

Submissions are invited for campaigns or projects that demonstrate strategic and creative excellence and advertising effectiveness.

3.2 Brand Experience

Submissions are invited from campaigns or projects which demonstrate strategic and communication excellence in creating an effective brand experience which may include the use of sponsorship and or event marketing.

MARKETING STAR SIGNS

PISCES

The Results Inflator



**DOESN'T THINK AN ROI OF 5,765%
WILL LOOK DECIDEDLY FISHY TO A JURY.**

3.3 Design

Submissions are invited for any project that demonstrates strategic and creative excellence and design effectiveness.

3.4 Digital Communication

Submissions are invited that demonstrate creative and communication excellence as well as digital and e-commerce effectiveness. This could include content marketing, mobile marketing, influencer, and social media marketing.

This award is sponsored by Republic of Media.

3.5 Media

Submissions are invited from any campaign or project that demonstrates strategic and creative and effective use of media strategy, planning and channels.

This award is sponsored by The Scotsman - The Marketing Society Scotland Media Partner.

3.6 PR

Submissions are invited from any campaign or project that demonstrates strategic and creative excellence and PR effectiveness.



MARKETING STAR SIGNS

GEMINI

The Two-Author Conundrum



**BEWARE THE DISCOMBOBULATING TONE OF VOICE
THAT VEERS FROM CHEEKY MATEY TO WEARY WAFFLE.**

Category

SECTOR

A little graft and a touch of brilliance have made you a demi-god in your sector. Now's the time to collect your spoils. Like a pair of identical twins, the scoring is evenly balanced across the judging criteria.

The following areas will be scored:

Ambition and clarity of objectives	20 points
Strategic thinking and effective planning	20 points
Originality, creativity, execution, and implementation	20 points
Scale and evidence of results	20 points
Presentation of entry	10 points
Quality and craft of writing	10 points

Projects or campaigns can be Business to Business or Business to Consumer and to an internal or external audience.

4.1 Financial and Professional Services

Submissions are invited for any campaign or project that demonstrates marketing effectiveness from the financial sector and other organisations providing professional services including law, accountancy, health, architecture, education and fintech.

4.2 Food

Submissions are invited from any campaign or project that demonstrates marketing effectiveness from the food sector or for food specific campaigns.

4.3 Drink

Submissions are invited from any campaign or project that demonstrates marketing effectiveness from the drink sector or for drink specific campaigns.

4.4 Public Sector

Submissions are invited for any campaign or project that demonstrates marketing effectiveness from public sectors organisations based in Scotland.

4.5 Retail and Hospitality

Submissions are invited from any organisation involved in the retail sector, including online retail and hospitality.

4.6 Tourism, Leisure, Culture & Sport

Submissions are invited for any campaign or project that demonstrates marketing effectiveness by an organisation in the leisure industry including tourism, sports, arts, and culture.



Category

CHAIRMAN & CHAMPIONS

The Chairman's & Champions Category is sponsored by *Beam* SUNTORY

Celestial powers and cosmic forces can do nothing to stop these industry titans. These awards recognise the people and companies at the top of their game.

5.1 Chairman's Award for a First Time Entry (FTE)

The Star Awards Judging Chair will select first time entrants from across all categories for this award.

This award is not open for general entry.

5.2 Chairman's Award for a Small-to-Medium Sized Enterprise (SME)

The Star Awards Judging Chair will select entries from SMEs from across all categories for this award. SME Clients must have less than 100 staff and SME Agencies must have less than 10 staff.

This award is not open for general entry.

MARKETING STAR SIGNS

CAPRICORN

The Serial Winner



SURELY TWO DECADES OF BAGGING TROPHIES
STRENGTHENS THEIR CLAIM TO BE THE GOAT?



5.3 Champions of Diversity, Equality and Inclusion Award

This award reflects the commitment of The Marketing Society to promote diversity, equality and inclusion across all areas of potential discrimination in our industry including gender, race, LBGTI+, disability and mental health.

Nominations of less than 500 words are invited and can relate to an overall approach by an organisation or a specific project.

A shortlist will then be invited to complete a questionnaire which will cover the following areas.

Ambition and clarity of objectives	20 points
Strategic thinking and effective planning	20 points
Originality, innovation and creativity	20 points
Execution and implementation	20 points
Scale and evidence of results	20 points

Submissions can relate to Business to Business or Business to Consumer activity and to an internal or external audience.

Nominations should be emailed to marketingsociety@luxevents.co.uk by 12th February 2024.

This award is sponsored by the Scottish Government and is free to enter.

5.4 Star Agency of the Year

Agencies are shortlisted based on the overall performance of their Star Awards entries and will be invited to complete a questionnaire and nominate 2 papers they wish to be considered by the final judging panel.

The following areas will be scored:

Performance of Star Award papers	40 points
Overall achievements and performance as an organisation	30 points
Commitment to training and development	10 points
Employer brand reputation	10 points
Involvement in, and support of, the industry	10 points

This award is not open for public entry.

Shortlisted organisations will be contacted in **April**.

5.5 Star Marketing Team of the Year

This award is not open for direct entry. Marketing teams are shortlisted based on the overall performance of their Star Awards entries and will be invited to complete a questionnaire and nominate 2 papers they wish to be considered by the final judging panel.

The following areas will be scored:

Performance of Star Award papers	40 points
Overall achievements and performance as an organisation	30 points
Commitment to training and development	10 points
Employer brand reputation	10 points
Involvement in, and support of, the industry	10 points

This award is not open for public entry.

Shortlisted organisations will be contacted in **April**.

5.6 Inspirational Agency Leader of the Year

This award is entered by nominations of less than 500 words. Please email your nomination to marketingsociety@luxevents.co.uk by no later than February 12, 2024.

We are looking for individuals who have:

A story which is an inspiration to others	25 points
Demonstrated bravery, original thinking or outstanding leadership	25 points
Shown real achievement with their agency	25 points
Contributed to thought leadership in the industry	25 points

This award is free to enter, and shortlisted candidates will be invited to complete a questionnaire which our judging panel will use to select the winner.

5.7 Inspirational Marketing Leader of the Year

This award is entered by nominations of less than 500 words. Please email your nomination to marketingsociety@luxevents.co.uk by no later than February 12, 2024.

We are looking for individuals who have:

A story which is an inspiration to others	25 points
Demonstrated bravery, original thinking or outstanding leadership	25 points
Shown real achievement with their brand or organisations	25 points
Contributed to thought leadership in the industry	25 points

This award is free to enter, and shortlisted candidates will be invited to complete a questionnaire which our judging panel will use to select the winner.

This award is sponsored by Denholm Associates



For full entry details and judging criteria visit
starawards.marketingsociety.com

A DARK, FOREBODING PRESENCE APPROACHES

Oh hang on, it's just the deadline.

Early Entry (Early Bird)

Marketing Society Member	£215 + VAT per entry
Marketing Society Member SME <small>(fewer than 100 employees for client and fewer than 10 for agency)</small>	£195 + VAT per entry
Non-Member	£255 + VAT per entry
Non-Member SME <small>(fewer than 100 employees for client and fewer than 10 for agency)</small>	£235 + VAT per entry
Not for Profit Organisations	£165 + VAT per entry

There is no cost for the Development and Champions categories.

Extensions

There will be an additional fee for those seeking an extension to the deadline.

These will be priced as follows:

One-week extension	additional £50+VAT (deadline February 19, 2024) per entry
Two-week extension	additional £100+VAT (deadline February 26, 2024) per entry

Promotions

First Time Free

If the organisation has never entered the Star Awards, their first entry is free of charge. Please select 'first time entry' when submitting your award and it will discount the fee automatically.

Member Benefits

The Marketing Society is a not-for-profit organisation which operates for the benefit of its members. Any surplus made with these awards is reinvested to the benefit of the members in Scotland. Join now to benefit from members entry and ticket rates. Contact Umaima@marketingsociety.com for details on membership.

Questions and Sponsorship Opportunities

If you are interested in getting involved as a sponsor or supporter or if you have any questions, please get in touch with Lux Events by emailing marketingsociety@luxevents.co.uk

GOOD LUCK

for those that still need it.



Chairman's and Champions Category Partner

Beam SUNTORY

Strategic Category Partner

ALT

Communication Category Partner

essence**mediacom**

Event Partner

L
U X

Creative Partner

[UNION]

Website Partner

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StudioLK

SQA

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CLAROPRINT

HELMETT
SCOTCH

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