

The Marketing Society Scotland presents

# Steal the Limelight

**Deadline for Entries - Monday 17 February 2025**



[starawards.marketingsociety.com](https://starawards.marketingsociety.com)

#starawards25

@marketingsocscot

# Welcome from our Awards Chair

As the stage lights dim and the spotlight comes alive, it gives me great pleasure to invite you to enter the 2025 Star Awards.

The Star Awards were developed to support our vision to build a vibrant marketing community in Scotland renowned for enlightened thinking, innovation, and creativity.

This year, we're embracing a theme that invites you to take centre stage: Steal the Limelight. It's a call to all marketers and storytellers to step forward and share work that has captivated audiences, sparked conversations, and, ultimately, defined excellence. A big thank you to The Union who developed this year's creative.

Each year the awards shine a spotlight on excellence, celebrating best practice in case study writing and showcasing talent across all levels - from schools, colleges and universities to our leading organisations, rising stars and inspirational leaders. They also foster valuable collaborations between clients and agencies, encouraging them to craft show-stopping entries before celebrating together as a community at the gala dinner.

By entering the awards you will have the chance let your work take centre stage as a case study on our website. I would encourage all entrants to do so, as it not only highlights the exceptional quality of work within our industry but serves as an important member benefit - providing insight and inspiration to our entire community.

New for 2025, I'm delighted to say we are offering a special Early Bird fee available to all entrants until the end of the year. This is your chance to get ahead of the game and save on your entry, so mark your calendar and get ready to take advantage of the 10% discount. Early Bird entries must be in by 31st December.

So, the stage is set. The curtain is drawn. Now is the time to let your work steal the limelight.

**Kirsteen Beeston**

Interim Senior Marketing Director, Scotch & Irish, Suntory Global Spirits  
and Chair of the Star Awards 2025

# Awards

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## 1 Development Category

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- 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

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

## 3 Communication Category

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

## 4 Sector Category

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- 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

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



## PLANNING

# Checklist

1. File the Call for Entries brochure for reference and to help decide which categories you will enter.
2. Go to our website: [www.starawards.marketingsociety.com](http://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.
3. Volunteer for judging by end of **January 2025** by registering [here](#) Members, Fellows and Advisory Board will receive an invitation via email in December 2024.
4. Please note there is a maximum of 4 judges per organisation permitted to participate as judges.
5. Members at Future Leader level are encouraged to score allocated entries online as a useful training and development exercise.
6. Join our virtual Star Awards Showcase event on Tuesday 3 December for insights and inspiration on writing winning entries.
7. Join our virtual Judges Briefing Session in January for judging guidance.
8. Decide which Rising Stars you will nominate – Rising Creative, Rising Agency and Rising Marketing Stars. Nominate by emailing [marketingsociety@luxevents.co.uk](mailto:marketingsociety@luxevents.co.uk) by **February 17, 2025**.
9. Nominations for the Champions Category – Inspirational Agency Leader and Inspirational Marketing Leader should be submitted by **February 17, 2025**.
10. Make sure you submit your entries by the awards deadline of **5pm on February 17, 2025**. There will be an additional fee for late entries.
11. Look out for the announcements of the shortlists in **May 2025**.
12. Book your tickets for the Star Awards Gala Dinner in Glasgow on **June 12, 2025**.



## ENTRY

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# Guidelines

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- Refer to the scoring criteria for each category.
- 1500 is the maximum word count (not the target) and includes wording in graphs and/or infographics.
- Your word count must be shown on the front page of your entry. If you exceed the word limit, you will be deducted points.
- Please provide a redacted version of your entry for sharing as a case study.
- 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 2024.
- Entries should be from, or entered on behalf of, Scottish based organisations but can relate to activity anywhere in the world.
- You do not have to be a member of The Marketing Society to enter.
- 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).

The background of the image is a close-up of red, vertically pleated curtains. Dramatic lighting from the upper left creates strong highlights and deep shadows across the folds of the fabric, giving it a textured, three-dimensional appearance.

**A  
great  
paper  
keeps the  
competition  
in the  
shadows.**

## JUDGING

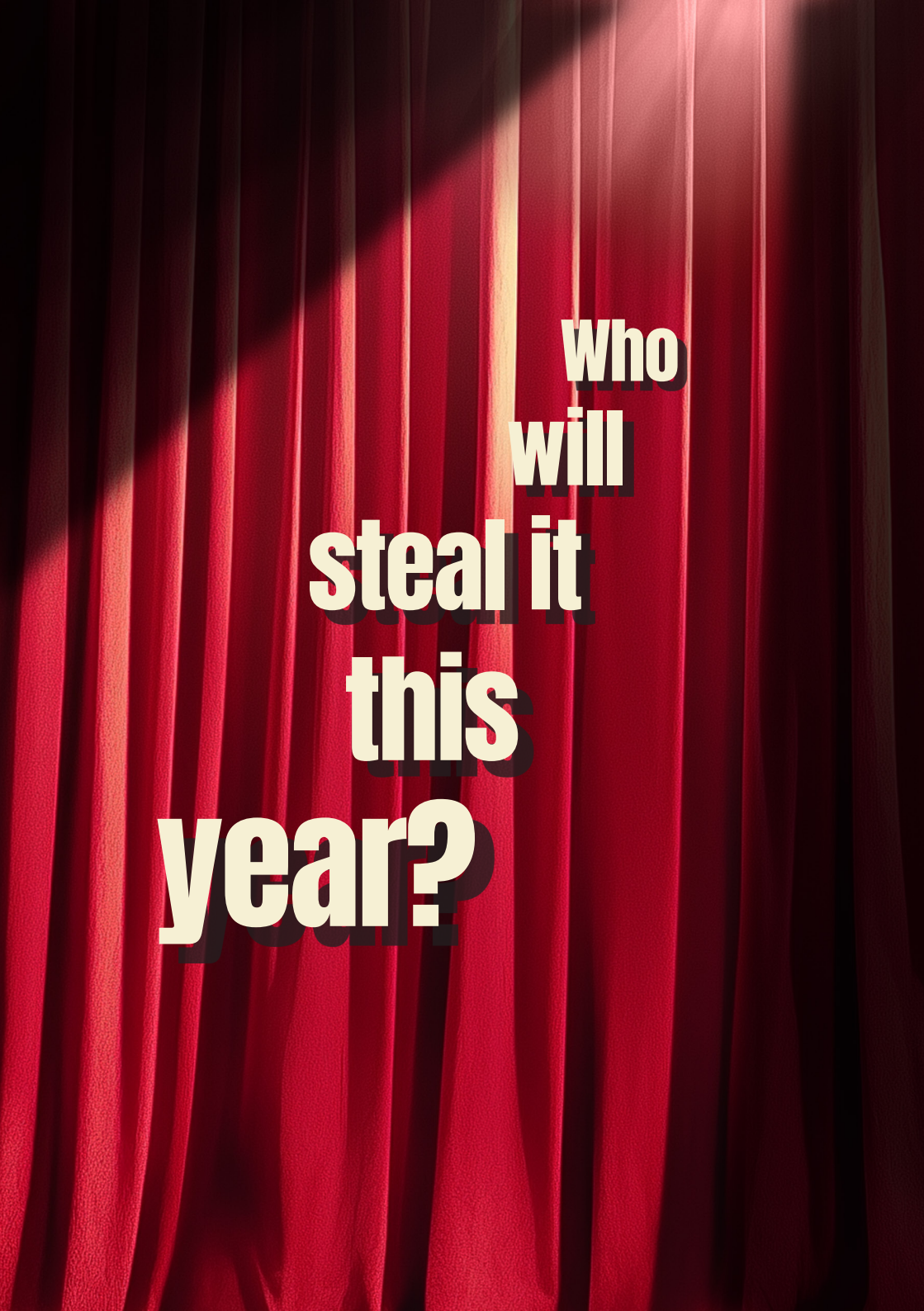
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# Information

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- We encourage our Leader and Future Leader members to get involved with the judging – from scoring papers online to participating in panels with other Leader level members and invited judges with category insights.
- If you'd like to take part as a judge, please register [here](#) by the end of January 2025.
- The judging dates are Wednesday 2 April, Thursday 3 April and Thursday 15 May 2025. 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 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.



A background of deep red, vertically pleated curtains. A bright spotlight shines from the top right, creating a strong diagonal beam of light across the scene. The text is centered within this beam.

**Who  
will  
steal it  
this  
year?**

## CATEGORY

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# Development

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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](mailto:marketingsociety@luxevents.co.uk) before **February 17, 2025**. Candidates will be contacted, asked to complete a questionnaire and if shortlisted, will be invited for interview on **May 15, 2025**.

### 1.1 Star School Award

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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.*

### 1.2 Star Marketing Student

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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.**

*This award is sponsored by Edrington.*

## 1.3 Aspiring Creative Star

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The Aspiring Creative Star Award has been 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 7 years' experience working in the marketing industry. Candidates should be nominated based on their achievements in 2024 and potential to become an inspirational leader.

Nominations should be less than 200 words. Shortlisted candidates will be asked to complete a questionnaire, and interviews will take place via Zoom on **May 15, 2025**.

## 1.4 Rising Agency Star

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**The following areas will be scored:**

|                      |                  |
|----------------------|------------------|
| Achievements in 2024 | <b>40 points</b> |
| Experience           | <b>10 points</b> |
| Expertise            | <b>10 points</b> |
| Ambition             | <b>10 points</b> |
| Interview            | <b>30 points</b> |

*This award is sponsored by VisitScotland.*



# 1.5 Rising Creative Star

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The following areas will be scored:

|                                   |           |
|-----------------------------------|-----------|
| Achievements and projects in 2024 | 30 points |
| Portfolio                         | 20 points |
| Experience                        | 10 points |
| Ambition                          | 10 points |
| Interview                         | 30 points |

*This award is sponsored by John Doe Group.*

# 1.6 Rising Marketing Star

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The following areas will be scored:

|                                   |           |
|-----------------------------------|-----------|
| Achievements and projects in 2024 | 40 points |
| Experience                        | 10 points |
| Expertise                         | 10 points |
| Ambition                          | 10 points |
| Interview                         | 30 points |

*This award is sponsored by StudioLR.*

## CATEGORY

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# Strategic

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The Strategic Category is sponsored by  ALT

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              | <b>15 points</b> |
| Strategic thinking and effective planning       | <b>25 points</b> |
| Effective execution and implementation of plans | <b>15 points</b> |
| Scale and evidence of results                   | <b>25 points</b> |
| Presentation of entry                           | <b>10 points</b> |
| Quality and craft of writing                    | <b>10 points</b> |

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

## **2.1 Brand Development**

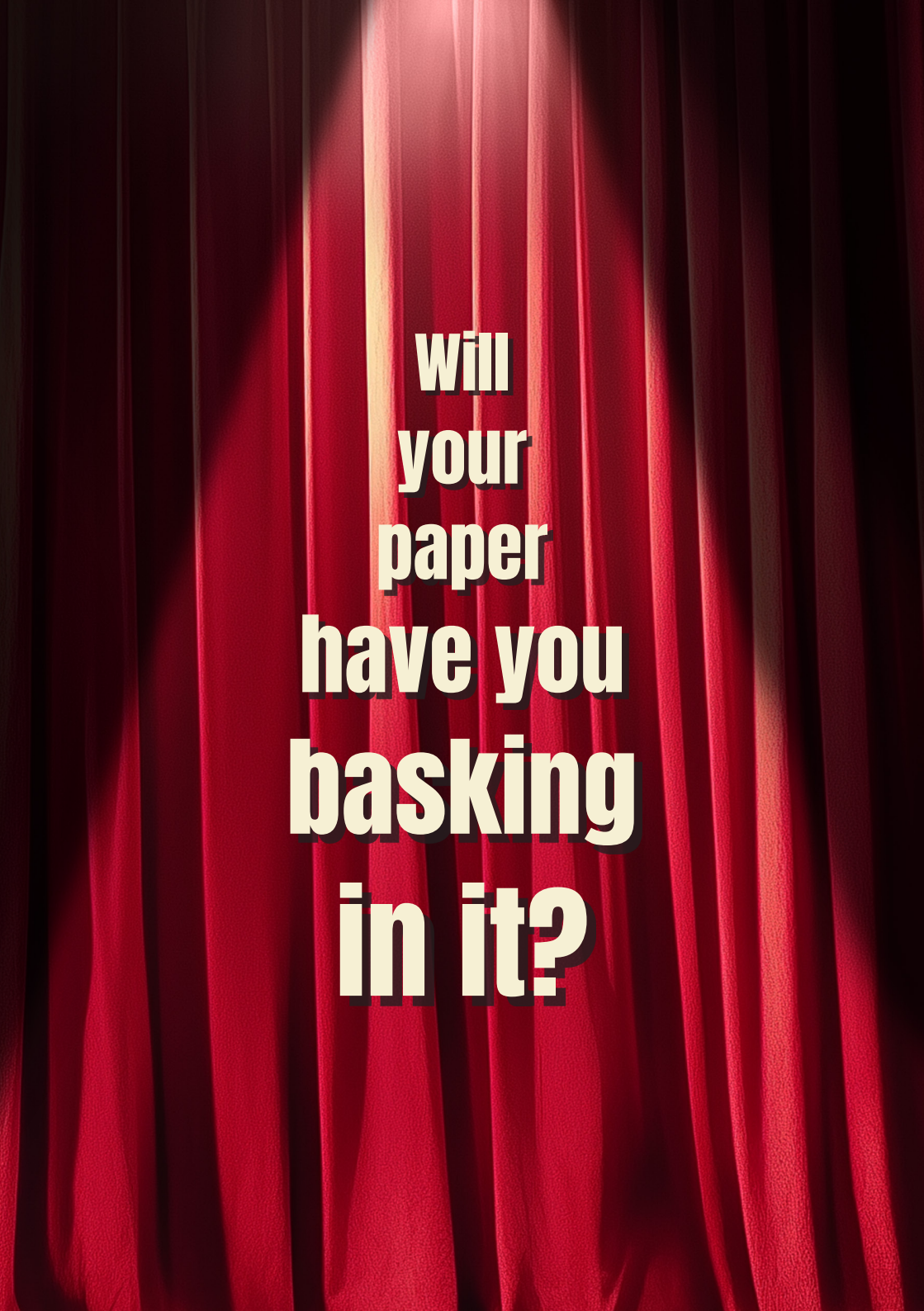
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Submissions can cover all aspects of brand development from a new product, service or innovation to a brand extension or brand revitalisation.

## **2.2 Digital Strategy**

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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.

The background of the image consists of deep red, vertically pleated curtains. A bright, circular spotlight shines down from the top center, creating a strong vertical beam of light that illuminates the center of the curtains and the text. The rest of the curtains are in deep shadow, creating a dramatic, theatrical atmosphere.

**Will  
your  
paper  
have you  
basking  
in it?**



## **2.3 International Marketing**

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

## **2.4 Integrated Marketing**

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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 Planning, Research and Insights**

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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**

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Submissions are invited that demonstrate marketing effectiveness and a positive impact on society whether they are cause related, charity or not for profit. This includes (but not limited to) the environment, health, diversity, equality and inclusion across all areas of potential discrimination in our industry including gender, race, LBGTI+, disability and mental health.

## CATEGORY

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# Communication

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The Communication Category is sponsored by **essence**mediacom****

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                     | <b>15 points</b> |
| Strategic thinking and effective planning              | <b>15 points</b> |
| Originality, creativity, execution, and implementation | <b>25 points</b> |
| Scale and evidence of results                          | <b>25 points</b> |
| Presentation of entry                                  | <b>10 points</b> |
| Quality and craft of writing                           | <b>10 points</b> |

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

## 3.1 Advertising

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

## 3.2 Brand Experience

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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.

### **3.3 Design**

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

### **3.4 Digital Communication**

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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**

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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.*

### **3.6 PR**

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



The background of the image consists of deep red, vertically pleated curtains. A bright, diagonal beam of light, resembling a stage spotlight, cuts across the scene from the upper right towards the center, creating a strong contrast between the illuminated and shadowed areas of the fabric. The text is overlaid on this background, positioned within the lit area.

**Ideas  
and  
insights  
have a  
tendency  
to steal it.**

The background of the image consists of deep red, vertically pleated curtains. The lighting is dramatic, with strong highlights and deep shadows, creating a sense of depth and texture. The text is overlaid on the left side of the image.

**Very often  
stolen by  
compelling  
storytelling.**



## CATEGORY

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# Sector

The Strategic Category is sponsored by



**JACK RYAN**

In this category the scoring will be evenly weighted across all areas.

### **The following areas will be scored:**

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

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**

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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**

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



### **4.3 Drink**

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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**

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

### **4.5 Retail and Hospitality**

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

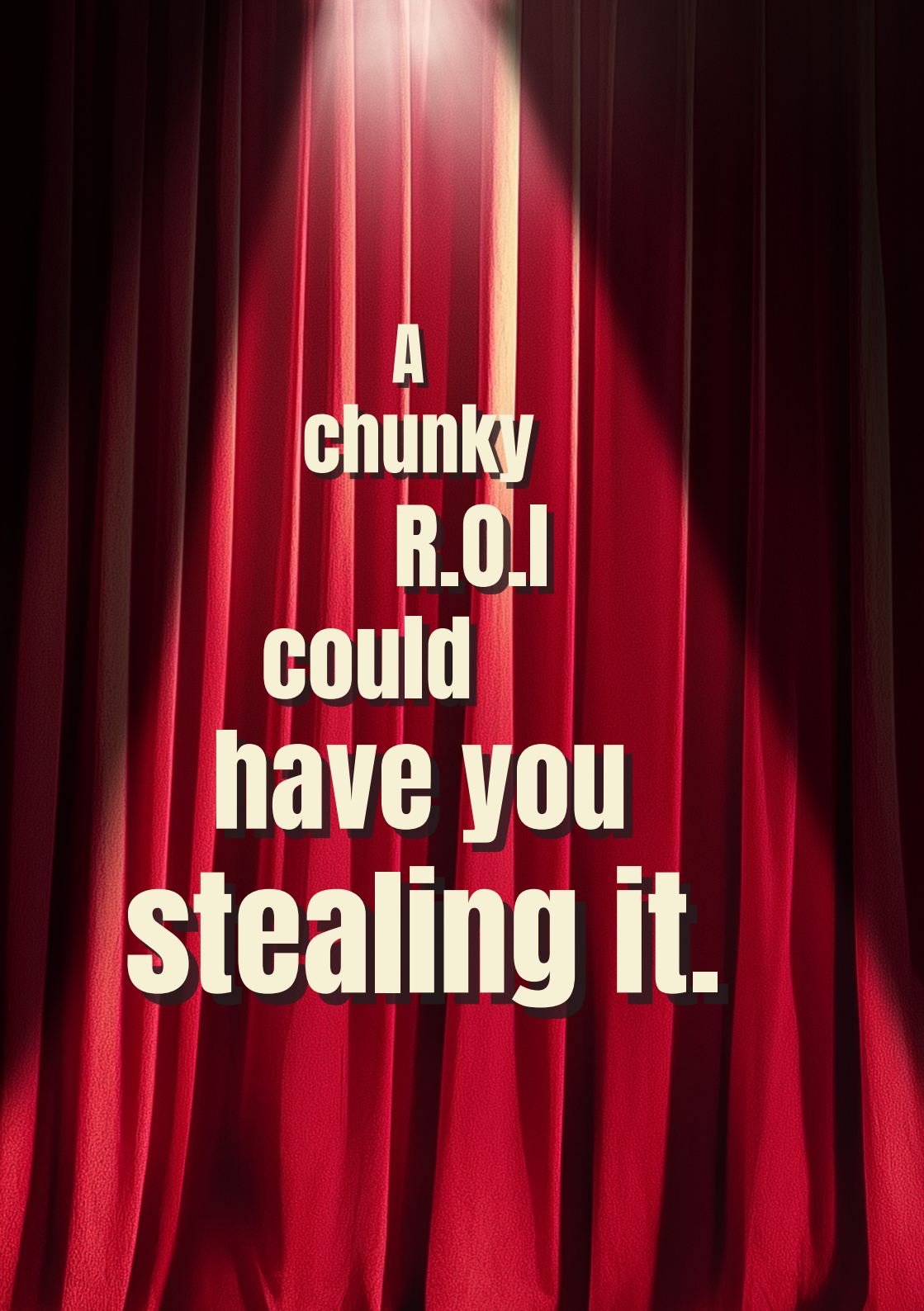
### **4.6 Tourism, Leisure, Culture & Sport**

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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.

The background of the image consists of deep red, vertically pleated curtains. A bright, circular spotlight beam shines down from the top center, creating a strong contrast between the illuminated area and the surrounding dark shadows. The text is centered within the spotlight area.

**The  
limelight.  
Stolen by  
brilliance.  
Never by  
stealth.**

A background of deep red, vertically pleated curtains. A bright spotlight shines down from the top center, creating a vertical beam of light that illuminates the curtains and the text. The text is centered and reads:

**A  
chunky  
R.O.I  
could  
have you  
stealing it.**



CATEGORY

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# Chairman's & Champions

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The Chairman's & Champions Category is sponsored by

**SUNTORY**  
GLOBAL SPIRITS

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

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The Star Awards Judging Chair will select FTEs 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)**

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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.*

### 5.3 Star Agency of the Year

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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 if they wish to be considered by the final judging panel.

**The following areas will be scored:**

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

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

*This award is not open for direct entry.*

### 5.4 Star Marketing Team of the Year

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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 judges will score the following areas:**

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

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

*This award is not open for direct entry.*

## 5.5 Inspirational Agency Leader of the Year

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This award is entered by nominations of less than 500 words. Please email your nomination to [marketingsociety@luxevents.co.uk](mailto:marketingsociety@luxevents.co.uk) by no later than **February 17, 2025**.

### **We are looking for individuals who have:**

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

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.

## 5.6 Inspirational Marketing Leader of the Year

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This award is entered by nominations of less than 500 words. Please email your nomination to [marketingsociety@luxevents.co.uk](mailto:marketingsociety@luxevents.co.uk) by no later than February 17, 2025.

### **We are looking for individuals who have:**

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

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.

For full entry details and judging criteria visit [www.starawards.marketingsociety.com](http://www.starawards.marketingsociety.com)

*This award is sponsored by Denholm Associates*



# Entry Fees

## Early Entry (Early Bird)

Early Bird Rates 2025  
UNTIL 31 DEC 2024

Standard Rates 2025  
FROM 1 JAN – 17 FEB 2025

|                               |                |                |
|-------------------------------|----------------|----------------|
| Marketing Society Member      | <b>£202.50</b> | <b>£225.00</b> |
| Marketing Society Member SME* | <b>£184.50</b> | <b>£205.00</b> |
| Non-Member                    | <b>£238.50</b> | <b>£265.00</b> |
| Non-Member SME**              | <b>£220.50</b> | <b>£245.00</b> |
| Not for Profit Organisations  | <b>£153.00</b> | <b>£170.00</b> |

\*less than 100 employees for client and less than 10 for agency

\*\*less than 100 employees for client and less than 10 for agency

There is no cost for the schools, students and individual nominations in 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:

|                           |   |
|---------------------------|---|
| <b>One-week extension</b> | additional £50+VAT (deadline February 24, 2025) per entry |
| <b>Two-week extension</b> | additional £100+VAT (deadline March 3, 2025) per entry    |

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# Promotions

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## First Time Free

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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

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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 Anna Barber [annab@marketingsociety.com](mailto:annab@marketingsociety.com) for details on membership.

## Sponsorship Opportunities

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If you are interested in getting involved as a sponsor please get in touch with Partnership Manager, Pippa Barker [pippa@luxevents.co.uk](mailto:pippa@luxevents.co.uk)

## Questions

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If you have any questions about the entry or judging process or the Awards in general, please get in touch with Lux Events [marketingsociety@luxevents.co.uk](mailto:marketingsociety@luxevents.co.uk)

# Steal the Limelight

Strategic Category Partner



Communication Category Partner



Sector Category Partner



Chairman's and Champions  
Category Partner



Event Partner



Creative Partner



Website Partner



Sponsors

DenholmAssociates



REPUBLICOFMEDIA



[UNION DIRECT]



Supporters

Brightgreen

