

THE MARKETING SOCIETY STAR AWARDS

Call for Entries

2023

Deadline for Entries
13th February 2023



MARKETING
SOCIETY
STAR AWARDS

 **THE MARKETING
SOCIETY**

#StarAwards23 @marketingsocscsco
starawards.marketingsociety.com

Welcome FROM OUR AWARDS CHAIR

Hello,

I'm pleased to announce that The Marketing Society Star Awards 2023 are open for entries.

Our awards celebrate the most effective work. But with competition so fierce today, you need more than good results. You need wild ones.

To that end, I'd like to thank Guy & Co for coming up with this year's Wildly Effective theme. It recognises how our industry is a different beast today. What with hybrid teams, metaverse meetings and AI ads. Just to name a few.

But it also celebrates how we're all evolving to do great work with a little less in the face of tighter budgets and changing audience landscapes. And crucially, how plucky campaigns still make it in the big, bad world.

So, are you sitting on some killer work? Proud of apex-predator planning? Or got hungry talent to boast about? Go on, tell us.

I really look forward to seeing you in person on the night, which promises to be wilder than ever...

Paul Menzies

Brand and Marketing Director – Beer (C&C GB)
C&C Group plc and Chair of the Star Awards 2023

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 Awards 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

1. Please file this digital Call for Entries brochure for reference and to help decide which categories you will enter.
2. Go to our website: www.starawards.marketingsociety.com and read through the entry requirements, judging criteria and previous shortlists.
3. Go to our website: starawards.marketingsociety.com/case-studies, read through previous case studies and start pulling together the information, results and references for your entry.
4. Volunteer for judging by end of January 2023 by emailing marketingsociety@luxevents.co.uk. Business team members, fellows and members of the advisory board will also receive an invitation via email in December 2022.
5. Please note, there is a maximum of four judges per organisation permitted to participate.
6. Members at First Role or Future Leader level are encouraged to score some entries online as a useful training and development exercise.
7. Join our online Star Awards Showcase events in December and January for insights and inspiration for writing wildly effective entries.
8. Decide which Rising Stars you will nominate – Rising Creative, Rising Agency and Rising Marketing Stars. Nominate by emailing marketingsociety@luxevents.co.uk by 13th February 2023.
9. Nominations for the Champions Category – Inspiring Agency Leader and Inspiring Marketing Leader – should be submitted by 13th February 2023.
10. Make sure you submit your entries by the awards deadline of 5pm on 13th February 2023.
11. Look out for the announcements of the shortlists in April 2023.
12. Book your tickets for the Star Awards Gala Dinner on 15th June 2023 in Glasgow.

ENTRY Guidelines

Refer to the scoring criteria for each category.

The maximum word count for all entries is 1,500. Your word count must be shown on the front page of your entry. If you exceed the word limit, you will be deducted points.

Entries should relate to work that was planned, developed or evaluated in 2022.

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.

In new guidelines for 2023, each campaign or 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.

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 website. Please do NOT embed them directly within your entry.

A maximum of two videos can be included as separate attachments.

Late entries will be subject to additional charges.

CAN YOU SPOT CRACKING WORK A *Mile Off?*



Judging INFORMATION

Seen some killer campaigns in your time? Love the craft of a well-written paper? Have your say. 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 would like to take part as a judge, please visit our website:

www.starawards.marketingsociety.com.

The judging dates are Tuesday 21st March, Wednesday 22nd March and Thursday 4th May 2023. Judges will be allocated either a two-hour morning or afternoon session to assess 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.

The online scoring will influence the judging but may not determine the shortlists or winners.

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 six 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.

We anticipate that the judging will be held virtually via Zoom.

LIST OF *Judges* FROM 2022 AWARDS

Name	Company
Adam Bell	Orckid
Adam Smith	The Gate
Adele Thomson	Stripe Communications
Alasdair Wallace	Material
Alexis Ovenstone	Edrington UK
Amy Peters	Dynam
Amy Slesinger	MadeBrave
Andrew Pyke	Research Chamber, Chamber of Commerce
Andy Gray	StudioLR
Anna Vaughan	RBS
Barry Fearn	Lane Media
Cara Chambers	International Beverage Holdings
Carol Prest	DC Thomson
Caroline McGrath	The Media Shop
Catriona Rist	The Union
Cat Summers	Guy & Co
Chris Bruce	The Lane
Chris Melvin	Sunshine Communications
Christine Stamati	Union Direct
Claire Munro	Zero Waste Scotland
Claire Prentice	Scottish Government
Claire Wood	Scottish Government
Clare Willis	National Trust for Scotland
Dan Sear	MediaCom
Dave King	StudioLR
David Handling	STV
David Roberts	Multiply UK
Deborah Mackay	Republic of Media
Donna Harvey	STV
Dora Czerny	The Union
Douglas Brown	The Union
Emily Hall	The Union
Emma Campbell	Union Direct
Emma Hallington	VisitScotland
Emma Preston	Edrington UK
Fiona Gray	Equator
Fiona Hunter-Wood	Diageo
Gemma Bell	Stripe Communications
Gill Jarvie	Republic of Media
Gill Petrie	STV

Name	Company
Gillean McLaren	DC Thomson
Gillian Wylie	Frame
Gordon Eldrett	MediaCom
Graeme Atha	The Marketing Society
Graeme Davies	French Duncan
Gregor Urquhart	Scottish Government
Gus Chalmers	Union Direct
Guy Vickerstaff	Bright Signals
Hugh Burkitt	The Marketing Society
India Morrow	Strathmore Foods
Jacqueline Reid	Volvo Construction Equipment
Jaimie Anderson	Whyte & Mackay
James Pais	Frame
Jane Stewart	MediaCom
Janice Hutchinson	ICAS
Jenifer Spinks	Beam Suntory
Jo Coomber	National Galleries Scotland
Joe McAspurn	ALT
John Bernard	Dexcom
John Denholm	Denholm Associates Ltd
Jordan Kay	Sunshine
Josh Fardell	The Leith Agency
Kieran Healey-Ryder	Whyte & Mackay
Kirsteen Beeston	Beam Suntory
Kirsten Spence	Edrington
Kirstin Stevenson	STV
Laura Haggerty	ALT
Lisa King	The Union
Lisl Macdonald	Spring and Atlas
Lorna King	Hymans Robertson
Louise Fraser	Jump Research
Louise Killough	The Union
Lyndsay Snoddon	The Union
Maddy Sim	Dentsu Aegis
Mark Gorman	Whitespace
Matthew Mitchell	Big Partnership
Matthew Turner	Publicis
Michael Hart	The Union
Mick Doran	Noggin The Brain People
Miranda Shannon	Multiply UK

Name	Company
Morna McLelland	Stripe Communications
Naomi Hassall	Multiply UK
Nat Ratner	Robotical
Natalie Henderson	The Lane Agency
Nathalie Agnew	Muckle Media
Neen Kelly	Bluebell Scotland
Nicola Moir	Atomic10
Paddy Baxter	Frame
Pamela Scobbie	John Doe Group
Patricia Pieroni	SQA
Paul Borthwick	The Lane Agency
Paul Mason	Go Forth
Paul Menzies	Tennent Caledonian Breweries
Peter Sanchez	Heriot-Watt University
Petra Cameron	NatWest Group
Rachel MacKenzie	Strathmore Foods
Rachel McMullan	The Union
Rachel Rennie	VisitScotland
Richard Kelly	MediaSpark Ltd
Richard Marsh	Channel 4
Rob Catterson	Brand Scotland/Scottish Enterprise
Ross Macdonald	MadeBrave
Sallie Bale	The Lane Agency
Sarah Baillie	StudioLR
Sarah Rowe	The Union
Sebastien Gratiot	Beam Suntory
Sheryl Thomson	Union Direct
Shona Smith	Gofor Finance Ltd
Simon Crunden	Republic of Media
Siobhan Nicolson	ICAS
Sophie Devonshire	The Marketing Society
Steph Forsyth	Innis & Gunn
Stuart Mackenzie	Tennent Caledonian Breweries
Thomas Cheeseman	ICAS
Tom Hills	John Doe Group
Tracey Paxman	Studio Something
Valerie Weaver	Multiply
Victoria Allison	STV Creative
Victoria Milne	The Leith Agency

Development CATEGORY

Know a rising star? Been inspired by their brilliance? Here's your chance to help them blossom. 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 to marketingsociety@luxevents.co.uk. Nominations should be fewer than 200 words. 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 4th May 2023.

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 Scottish Qualifications Authority (SQA).

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.

A WALL FLOWER THIS MIND *Ain't*



1.3 Aspiring Creative Star

The Aspiring Creative Star Award, previously The Star Creative Student 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 and receive 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.

1.4 Rising Agency Star

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 2022 and potential to become an inspirational leader. Nominations should be fewer than 200 words.

The following areas will be scored:

Achievements in 2022 – 40 points

Experience – 10 points

Expertise – 10 points

Ambition – 10 points

Interview – 30 points

This award is sponsored by StudioLR.

1.5 Rising Creative Star

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 2022 and potential to become an inspirational leader. Nominations should be fewer than 200 words.

The following areas will be scored:

Achievements and projects in 2022 – 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

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 2022 and potential to become an inspirational leader. Nominations should be fewer than 200 words.

The following areas will be scored:

Achievements in 2022 – 40 points

Experience – 10 points

Expertise – 10 points

Ambition – 10 points

Interview – 30 points

YOUR *Brain* BRINGS ALL THE **STRATEGIES** TO THE *Yard*



Strategic **CATEGORY**

Impeccable planner? Sucker for the details? Always several moves ahead? This award is for you. The scoring in this category has increased weighting to the strategic thinking and effective planning.

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.

The following areas will be scored:

- Scale of 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
- Structure and presentation of entry – 10 points
- Quality and craft of writing – 10 points

2.2 Digital Strategy

Submissions are invited that demonstrate effective development of digital strategy, including efficient use of appropriate channels and platforms. This could include case studies from the Tech and Data sectors.

The following areas will be scored:

- Scale of ambition and clarity of objectives – 15 points
- Strategic thinking and implementation of plans – 25 points
- Effective execution and implementation of plans – 15 points
- Scale and evidence of results – 25 points
- Structure and presentation of entry – 10 points
- Quality and craft of writing – 10 points
- Interview – 30 points

2.3 International Marketing

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

The following areas will be scored:

Scale of 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
Structure and presentation of entry – 10 points
Quality and craft of writing – 10 points

2.4 Integrated Marketing

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

The following areas will be scored:

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

2.5 Marketing Planning and Insights

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

The following areas will be scored:

Scale of ambition and clarity of objectives – 15 points
Effective use of marketing planning resources and capabilities – 25 points
Effective execution and implementation of plans – 15 points
Scale and evidence of results – 25 points
Structure and presentation of entry – 10 points
Quality and craft of writing – 10 points

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.

The following areas will be scored:

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

Communication CATEGORY

Reaching your audience in incredible ways? If so, stand up and be heard. Judging criteria in this category has a greater emphasis on creative execution and implementation.

3.1 Advertising

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

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

3.2 Brand Experience

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

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

The Communication Category is sponsored by **mediacom**

LET THE TRUMPET BLOWING *Begin*



3.3 Design

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

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 of writing – 10 points

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.

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 of writing – 10 points

This award is sponsored by Republic of Media.

3.5 Media

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

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 of writing – 10 points

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.

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 of writing – 10 points

THE COMPETITION DIDN'T SEE YOU *Coming*



Sector CATEGORY

Mastered the quirks of your industry? Now's the time to reveal yourself. The scoring is evenly balanced across the judging criteria.

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.

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 of writing – 10 points

4.2 Food

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

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 of writing – 10 points

4.3 Drink

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

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 of writing – 10 points

4.4 Public Sector

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

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 of writing – 10 points

4.5 Retail and Hospitality

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

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 of writing – 10 points

4.6 Tourism, Leisure, Culture and 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.

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 of writing – 10 points

Chairman's & Champions CATEGORY

The big one. These awards recognise the people and companies at the top of their game. It's time for the best and brightest, the breakthroughs and the stars, to strut their stuff.

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

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)

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

This award is not open for general entry.

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, LGBTI, disability and mental health.

Nominations of fewer 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.

The following areas will be scored:

- 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

Nominations should be emailed to marketingsociety@luxevents.co.uk by 13th February 2023.

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

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

ROAR WITH Pride



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 two 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

Shortlisted organisations will be contacted in April.

This award is not open for direct entry.

5.5 Star Marketing Team of the Year

Marketing teams are shortlisted based on the overall performance of their Star Awards entries and will be invited to complete a questionnaire and nominate two 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

Shortlisted organisations will be contacted in April.

This award is not open for direct entry.

This award is sponsored by Channel 4.

5.6 Inspirational Agency Leader of the Year

This award is entered by nominations of fewer than 500 words. Please email your nomination to marketingsociety@luxevents.co.uk by no later than 13th February 2023.

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 fewer than 500 words. Please email your nomination to marketingsociety@luxevents.co.uk by no later than 13th February 2023.

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.

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

STICK YOUR NECK OUT FOR YOUR *Wildly Effective* WORK



From first timers to award alphas, here's how to submit your entries and let your work run wild.

EARLY ENTRY

Marketing Society Member – £210 + VAT per entry.

Marketing Society Member SME (fewer than 100 employees for client and fewer than 10 for agency) – £190 + VAT per entry.

Non-Member – £250 + VAT per entry.

Non-Member SME (fewer than 100 employees for client and fewer than 10 for agency) – £230 + VAT per entry.

Not for Profit Organisations – £160 + VAT per entry.

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.

One-week extension – additional £50 + VAT (deadline 20th Feb) per entry.

Two-week extension – additional £100 + VAT (deadline 27th Feb) per entry.

There is no cost for the schools, students, Development or Champions Categories.

FIRST TIME ENTRIES

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.

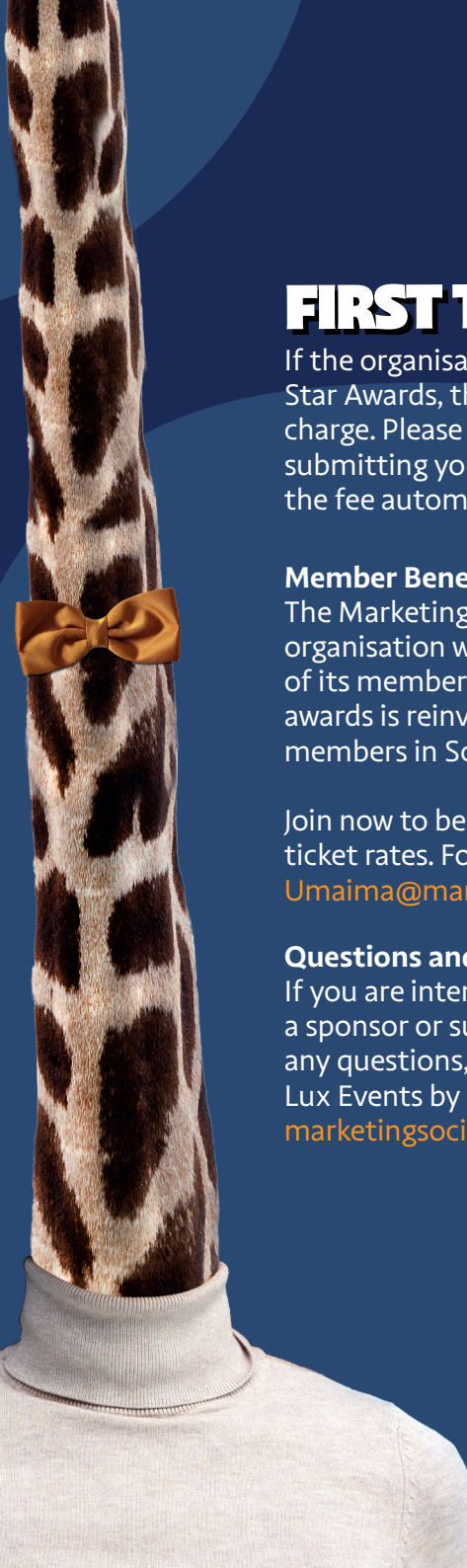
Member Benefits

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. For details on membership, contact Umaima@marketingsociety.com

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





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SHALL BATHIN SCOTTISH GIN

SALES

CLAROPRINT

DenholmAssociates

EDRINGTON

EDRINGTON
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HIGHLAND
SPRING



I AM
JOHN
DOE

jump
research

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GROUP

REPUBLIC OF MEDIA



Scottish Government
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SITTING
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