



2012 ADJUDICATION CRITERIA: SABEX MARKETING

*****This is not an application form*****

Awarded to the Saskatoon based business demonstrating exceptional performance in marketing. The judges will evaluate the success of a marketing program giving consideration to the nature of the product and the relative size of the business.

The following provides a guide to assist you in your application for this award. An independent Adjudication Team will be judging applications for this award in the following areas:

Corporate Objectives:

- Clearly defined marketing objectives within corporate objectives

Marketing Strategy:

- Realistic and focused marketing strategy
- Evidence of deliberation and research in decisions regarding: target markets, product/service, pricing, promotion and distribution
- Risk evaluation
- Unique and distinctive elements of plan

Impact:

- Impact of marketing plan on increase in sales
- Marketing plan success in meeting stated objectives

The Team:

- Was the marketing plan developed internally or externally
- If externally developed, amount of direction by company
- Clear understanding of marketing strategy

The Money:

- Impact of plan on sales
- Percentage of firm's resources committed to marketing
- Resource adequacy to meet and sustain long-term marketing mandates

Supporting Documentation:

- Articles demonstrating strategy, company reports outlining achievements

The Future:

- Long-term sustainability of marketing efforts
- Evidence of expansion of marketing plans

The Presentation:

- Clear and easy to understand
- Professional appearance reflective of the company

Overall Impression

Questions? Please direct your calls to Breanne Lishchynsky at Saskatoon Chamber of Commerce – 664-0700