



2022 FCS FINANCIAL MARKETER OF THE YEAR NOMINATION

BRAND:	
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MARKETING EXECUTIVE

NAME	
TITLE	

Contact information for person submitting nomination

Name	
Email	
Phone:	

NOMINATION FORMS AND ANY ACCOMPANYING CREATIVE FILES MUST BE SUBMITTED NO LATER THAN 5:00PM ET ON FRIDAY, OCTOBER 21, via email to FCS Admin Coordinator Marisa Jago, marisa@thefcs.org.

Please consider the following questions as you submit your case:

Describe the marketing challenge(s) for this nominee’s company. Include the compelling difficulty of the marketing situation (e.g., pandemic, negative PR situation, competitor dominance, industry disruption, etc.), the target audience and any other relevant information.

How did this company address its marketing challenge? What were its marketing goals (quantifiable) and specific strategies for addressing those goals? Consider sharing marketing research and/or brand insights that helped drive the marketing initiative.

What programs or campaigns did the nominee’s company execute to deliver on its strategies? Please include links to samples of the program executions and/or attach files of creative work to your submission.

What impact did the programs or campaigns have on the marketing goals and overall business? Typical outcomes shared with winning submissions include quantifiable measures such as % increase in brand metrics, industry rankings, etc., and/or absolute number of prospects, website traffic, etc., as well as reduced costs of acquisition, overall efficiency gains, etc.