

## 2022 FCS FINANCIAL MARKETER OF THE YEAR

### JUDGING CRITERIA

Judges rate each submission on a scale of 1 to 5, where “1” is “Poor” and “5” is “Exceptional” for each of the three factors outlined below.

	<b>POOR</b> 1	<b>AVERAGE</b> 2	<b>GOOD</b> 3	<b>VERY GOOD</b> 4	<b>EXCEPTIONAL</b> 5	
<b>Weighted Contribution</b>	<b>Evaluation Factor</b>					<b>Description</b>
25%	<b>Clear Strategy</b>					Brand has created the foundation for the submission by clearly articulating the challenge and the strategy undertaken to address it. Elements include: <ul style="list-style-type: none"> <li>• Objective</li> <li>• Target market definition</li> <li>• Market insights</li> <li>• KPIs</li> <li>• Special factors (e.g., small budget, competitor dominance, negative PR issue, etc.)</li> </ul>
25%	<b>Compelling Execution</b>					Marketing execution(s) clearly address the stated strategy. Elements include: <ul style="list-style-type: none"> <li>• The big idea</li> <li>• Consistent application across executions</li> <li>• Motivating and/or compelling reasons to engage</li> </ul>
50%	<b>Strong Results</b>					Results are clear and compelling. Elements include: <ul style="list-style-type: none"> <li>• Impact attributed specifically to the strategy vs other external factors</li> <li>• Substantive (quantitative vs. anecdotal)</li> <li>• Meaningful</li> </ul>