The **FCS Financial Marketer of the Year Award** honors the financial services organization whose strategy and execution delivered proven, high-impact results. Now in its 12th year, this award will celebrate the marketing leader who set the bar higher and stood out as an inspiring example of how strategic branding, marketing and communication can advance a firm’s business objectives – and elevate the standard for exceptional work in the marketplace.

The **FCS Financial Marketer of the Year Award** will be presented at our annual Award Gala & Holiday Party on the evening of **December 7, 2017**.

**DEADLINE FOR SUBMISSIONS:** Friday, October 6, 2017

**EVALUATION CRITERIA**

All submissions will be evaluated by a panel of independent, distinguished marketing professionals across the financial services industry. Submissions will be evaluated based on case studies detailing the effective execution of marketing plans that achieved clearly stated objectives linked to quantitative and qualitative results.

The panel is tasked with rating submissions in terms of demonstrated excellence in the following areas, in order of importance:

1. Clearly stated business strategy
2. Quantifiable business results
3. Strong case for how marketing activities drove business results

**SUBMISSION PROCESS AND REQUIREMENTS**

1. ANY marketer from an eligible financial services entity may be nominated regardless of FCS affiliation.
2. Eligible financial services entities include: banks, credit card companies, securities firms, financial advisors, discount brokers, exchanges, financial information companies, mutual funds, ETF’s or other investment instruments, asset management companies, accounting firms, insurance products and services (excluding health insurance). Advertising agencies, technology firms, and other service providers that support the financial services industry are NOT eligible for nomination, but may nominate their clients.
3. Individuals can nominate their own work and multiple individuals can be nominated, albeit from discrete business units within one organization.
4. Nominations must be based upon work executed between Oct. 1, 2016 – September 30, 2017

5. A completed nomination package, including the Official Nomination Form and any supplementary material, must be submitted electronically by October 6, 2017. Nomination packages received after that date may not be considered.

6. Supplementary material in support of the nomination is acceptable. Materials may include pdfs, and may include live links to view literature, advertising, collateral and website materials. All supplement materials should be clearly labeled with the firm and executive’s name.

7. The submission must not exceed 12 pages in length including the submission form, case study and all supplementary materials.

8. All nominations will be acknowledged upon receipt

9. Incomplete submission packages or those not meeting the above requirements will be disqualified.
Complete packages, including this submission form and supporting material, should be delivered electronically to admin@theFCS.org. Submissions must be received by Friday, October 6, 2017.

NOMINEE DETAILS

Nominee: ____________________________________________
Company: ___________________________________________
Address: ___________________________________________
Email: _____________________________________________
Telephone: __________________________________________
Primary Contact or Representative (if other than nominee): ____________________________
Nominating Person: ___________________________________
Email: _____________________________________________
Telephone: __________________________________________
Cell Phone: __________________________________________

REQUIRED INFORMATION

On the following three pages, please describe the nominated marketer’s work. Recognized work must have a significant and visible external component, but may include internal elements as well. We encourage evaluation in quantitative terms to ensure your submission is most competitive.

Be sure to include a description of ROI goals and accomplishments. Typical outcomes shared with winning submissions included measures such as % increased and/or absolute number of leads, traffic, prospects, reduced costs, brand funnel changes, etc. While submissions would not be published without permission, any data included should be considered available in the public domain.

Please answer the question areas below, limiting the responses in each section to 750 words.
I certify that the information provided on this submission form is accurate and complete. I agree to provide any additional documentation deemed necessary for review by the panel of judges. I understand that if this submission is selected as the winner, the information provided may be used in preparing various public communications, include press releases and web postings.*

Signature

Print Name and Title

Company

Email

Phone

Date

*All submissions are confidential. Nominees are made known only to FCS Financial Marketer of the Year committee members, judges and select members of the FCS board of directors. Only the winner will be subject to inclusion in public communications, press releases and web postings. Firms that have submitted in prior years are encouraged to reapply. Past winners are eligible to submit and win again.