

2024 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.

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