

2025 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 | | | | |
| 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 | | | | |