

2026 FCS FINANCIAL MARKETER OF THE YEAR NOMINATION

BRAND:	
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MARKETING EXECUTIVE
being nominated

	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 WEDNESDAY, OCTOBER 21, via email to:
FCS Admin/Comms Coordinator Juliet McAlee, juliet@thefcs.org.**

Please consider the following four questions in crafting your submission:

1. What was the challenge?

Describe the business and marketing challenge the organization faced and explain why it was significant. Please address the following:

- The business problem, opportunity or market event that prompted action
- The target audience(s) and why they were important
- The competitive landscape, industry dynamics or other external factors influencing the situation
- Key customer, market or brand insights that informed your approach
- Specific objectives and KPIs established at the outset
- Any unique constraints or circumstances (budget, timing, regulatory, reputational, organizational, etc.)

2. What was the strategy?

What strategy was developed to address the challenge, and why was it expected to succeed? Please explain:

- The marketing and business goals established for the initiative
- The research, data, audience insights or market intelligence that informed the strategy
- The strategic choices made and the rationale behind them
- How the strategy differentiated the organization from competitors
- How success would be measured against the stated objectives

3. How was the strategy brought to life?

Describe the programs, campaigns, and marketing executions used to deliver the strategy. Please include:

- The core creative idea or campaign concept
- Key programs, content, experiences and channels utilized
- How the strategy was applied consistently across touchpoints
- How the execution motivated audience engagement or behavior change
- Any innovative approaches, technologies, AI applications, martech solutions or data-driven capabilities employed
- Why the execution was distinctive or particularly effective

Please include links to representative work samples and/or attach supporting creative materials.

4. What results were achieved?

Describe the measurable impact of the strategy and execution on both marketing performance and business outcomes. Please provide quantitative evidence wherever possible, including:

- Performance against the original goals and KPIs
- Marketing outcomes such as awareness, engagement, consideration, website traffic, lead generation, media performance or industry recognition
- Business outcomes such as revenue growth, assets generated, client acquisition, retention, market share gains, efficiency improvements or cost savings
- Evidence that results were directly attributable to the strategy and execution
- Comparisons to prior performance, benchmarks, competitors or industry standards where relevant
- Any unexpected outcomes or additional value created for the organization