

2026 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: • Objective • Target market definition • Market insights • KPIs • Special factors (budget constraints, time to market pressure, competitor dominance, negative PR issues, etc.)				
25%	COMPELLING EXECUTION Marketing execution(s) clearly address the stated strategy. Elements include: • The big idea • Use of AI or other innovative martech • Consistent application across executions and channels • Motivating and/or compelling reasons to engage				
50%	STRONG RESULTS Results are clear and compelling. Elements include: • Results attributed specifically to the strategy vs other external factors • Substantive measures (quantitative vs. anecdotal), including media and marketing performance metrics • Meaningful business impact (assets generated, earned media value, conversion data, etc.)				