

2026 FCS MARKETING PARTNERSHIP NOMINATION

BRAND:		
MARKETING NAME:		
EXECUTIVE TITLE:		
<i>name up to 3 companies who served as partners to the brand (agencies, media companies, etc.)</i>		
PARTNER 1	PARTNER 2	PARTNER 3

Contact information for person submitting nomination

Name	
Email	
Phone:	

NOMINATION FORMS, DOCUMENTATION AND FILES MUST BE SUBMITTED NO LATER THAN 5:00PM ET ON THURSDAY, NOVEMBER 12, via email to: Juliet McAlee, juliet@thefcs.org.

The FCS Marketing Partnership Award celebrates the exceptional achievement of a marketing partnership that exemplifies innovation, strategic alignment, and outstanding results. This prestigious award will honor two or more organizations that, through their collaborative efforts, have demonstrated unparalleled creativity, resource sharing, and mutual growth. The recipients are recognized for their ability to fuse unique perspectives and strengths, resulting in groundbreaking campaigns that have not only achieved remarkable business outcomes.

IN A SEPARATE DOCUMENT, PLEASE SUBMIT ANSWERS TO THE FOLLOWING QUESTIONS AND PROVIDE SUPPORTING CREATIVE FILES/LINKS AS YOU SEE FIT.

Overview of the Partnership (10%) [maximum 100-250 words]

- *Description:* A brief overview of the partnership, including the names of the organizations involved, the length of the partnership, and the primary goal of the collaboration.
- *Required Details:* Key objectives, and the respective roles of each partner.

Innovation and Creativity (30%) [maximum 100-250 words]

- *Description:* Explanation of how the partnership led to innovation in marketing strategies or campaign execution. This could include new technologies, creative approaches, or disruptive strategies that set the collaboration apart.
- *Required Details:* Specific examples of innovations introduced through the partnership, how these innovations differ from industry norms, and the creative process behind them.

Resource Sharing and Synergy (20%) [maximum 100-250 words]

- *Description:* Examples of how the partners pooled their resources (expertise, data, technology, or other assets) and how this resource-sharing was pivotal in the success of the collaboration.
- *Required Details:* A breakdown of the key resources each partner contributed and an explanation of how the synergy between partners created unique value beyond what they could have achieved individually.

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Business Outcomes and Impact (30%) [maximum 100-250 words]

- *Description:* Quantifiable results that demonstrate the success of the partnership. This includes metrics such as revenue growth, market expansion, customer acquisition, or other measurable outcomes that show how the partnership drove success.
- *Required Details:* Relevant KPIs (e.g., ROI, market share growth, engagement metrics), before-and-after comparisons, and case studies showcasing the impact.

Partnership Challenges and How They Were Overcome (10%) (maximum 100-250 words)

- *Description:* Insight into any challenges or obstacles faced during the partnership and how the organizations worked together to overcome them, demonstrating adaptability and strong teamwork.
- *Required Details:* Specific challenges faced, actions taken to resolve them, and lessons learned that contributed to the success of the collaboration.

If you're submitting files too large for email, please alert Juliet McAlee on how you'll be sending files (e.g., WeTransfer, Dropbox).