

# Entries open for the inaugural Marketing Achievement Awards

The Marketing Association of South Africa (MASA) has announced the inaugural Marketing Achievement Awards, recognising, rewarding and celebrating excellence in the science and art of marketing.

“ *The Marketing Achievement Awards are a way for us to help bring credibility and gravitas to the profession.* – Yvonne Johnston, chairperson of the Marketing Awards Council ”

To achieve this, the awards look deeper than creative execution and uncover the brilliant, incisive thought processes that inform great strategic marketing. We live in uncertain times where businesses and brands that adapt best to seismic shifts are driven by visionary marketers.



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Simon Camerer, chief customer officer at MultiChoice (the awards' presenting partner), says: "The marketing world is changing. With shifting market forces and an unpredictable economy, we require marketing ingenuity that continues to drive work forward despite these challenges. As such we are hoping for work that shows success within these kinds of contexts."

The Marketing Achievement Awards will be a platform where marketers are acknowledged by South Africa's top business minds, recognised for their continued efforts to challenge the status quo, and rewarded for excellence, bravery, commitment and tangible success. Endorsed by the Marketing Association of South Africa (MASA), these awards are for marketers by marketers.

"MASA's core purpose is to elevate the professionalism of marketing, and represent and protect the business interests of marketers," explains Greg Garden, CEO of MASA. "Spotlighting and recognising exceptional marketing achievements are impactful ways of doing this, and as such we are very pleased to play a partnership role in making these awards the benchmark for marketing excellence in South Africa."

In order to lift the trophy on the night, entrants will need to prove their strategic abilities in one of the following categories:

- Purpose-led marketing
- Strategic sponsorship marketing
- Brand positioning
- Marketing innovation
- New product or brand launch
- Reputation management (corporate and brand)
- South African resonance marketing
- Brand marketing B2B
- Integrated marketing
- Limited budget, unlimited idea
- Internal marketing
- Rising Star of the Year (nominated)
- Marketer of the Year (nominated)

The Marketing Achievement Awards are overseen by a collective that Garden describes as an “excellent group of judges with extensive marketing and business experience”. Johnston and Camerer are joined on this Council by established doyens like Geoff Whyte, chief executive officer of Nando's (also founding partner of the awards), Alistair Mokoena, chief executive officer of Ogilvy South Africa, Heidi Brauer, chief marketing officer of Hollard Insurance, Rob Fleming, chief marketing officer of Blue Label Telecoms, Lethapu Matshaba, vice president of Home Care Unilever, and marketing consultant and futurist Mike Middleton.

As much as this group of luminaries will be arbitrating, they are also there to guide, enrich and help shape the future of this discipline, and have already been actively involved in setting the standard for these awards. “We’re looking for people who are passionate about excellence in marketing,” explains Whyte. “It’s time for marketers to be in the spotlight,” comments Mokoena, when asked about the importance of these awards. Matshaba is looking for “entries that demonstrate thought leadership and tangible business results”, whilst Middleton believes these awards have the power to push the marketing industry forward and “ensure that South Africa is amongst the best marketing countries in the world”.

The Marketing Achievement Awards aim to highlight world-class campaigns that display vigour, insight, authenticity and innovation in the science and art of strategy; simple marketing that combines rigorous upfront thinking with solid ideas that go beyond mere communication.

The conveners are looking for short, easy-to-prepare entries that demonstrate how customer needs have been identified and used to focus, align and empower organisations to continually meet these and, ultimately, achieve tangible business results. All marketers from across South Africa are encouraged to enter their best work so that they can be measured against, and recognised by, their peers. The entry mechanics are quick and simple, and begin with accessing [MarketingAwards.co.za](http://MarketingAwards.co.za).

Entrants should then browse through the categories available and enter relevant work into one or more. Judges are looking for a concise, clear understanding of strategic intent captured, for most categories, in one thousand words or less.

Additional collateral to back this up is also required. All entries are treated with the utmost confidence, ensuring that hard work and trade secrets are never revealed. Entries close on the 22 February 2019. Thereafter the event will be hosted at Sun City from 2 to 4 April 2019, with the Marketing Achievement Awards Forum and Gala Awards Dinner taking place on 3 April.

The Marketing Achievement Awards will set the benchmark. Only the greatest minds, the truest ideas and the boldest approaches will walk away as winners on the night. The organisers are appealing to all marketers to step up and show their strength, to be role models, to showcase best practices, and to receive the kudos so deserving of those who tirelessly work at the cutting edge of their professions.

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