



Nigerian Marketing Awards®

Individual Entry Form 1



Category	
Name of Individual (as could appear on any event/marketing collateral)	
Designation (as could appear on any event/marketing collateral)	
Company Name (as could appear on any event/marketing collateral)	

Guidelines

Please refer to the Nigerian Marketing Awards® 2022 Entry Guidelines for the relevant specific information, category descriptions and entry criteria details.

Images & Supporting Documents

Please insert your supporting documents within this Submission document and upload them (in high-resolution) separately on the online submission page. If your entry is shortlisted, these images and any non-confidential supporting documents may be used for publication. Please be sure to indicate which of your documents are confidential.

In your online submission, you must include a high-resolution company logo and campaign / programme image that can be used on all marketing material.

Videos

Please copy and paste links to any videos you are sending here:

Attention

Once you are ready to submit, please save this file into a .pdf version before uploading it.

Any specific information or content meant for judging purposes only and confidential must be clearly indicated in **red text** and accordingly will not be disseminated beyond the Awards Decision in any way.

For any other enquiries, please contact:

Contact

Lota Muonekeh | Project Manager

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Email: awards@nma-ng.com

Please write a maximum 2,000 words (total) including evidence to support and address each of the specific criteria. Judges have the authority to mark you down for failure to adhere to the overall 2,000-word limit.



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Personal Profile (25%)

- An outline of key roles, responsibilities and years of experience. Area of key responsibility and the objectives set out to achieve within the year.



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Approach (25%)

- **How did the individual go about achieving his/her objectives.? How was the strategy decided? What problems were encountered and how were they resolved?**



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Impact (40%)

What marketing metrics did the individual achieve? How did the individual contribute to organisation's business/commercial goals. Outline how the individual went above and beyond expectations and deserves recognition for achievements. Submit relevant evidence of the individual's performance to prove and justify success in the judging year.



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Future Initiative (10%)

- What does the individual plan to pursue next?

A large, empty rectangular box with a thin black border, intended for the respondent to provide their answer to the question.