

KOTLER AWARDS

THE NEXT CHAPTER BEGINS



2018



BACKGROUND

The Kotler Awards for marketing excellence identify and celebrate Outstanding Marketing by organizations. These awards recognize that high standards of quality and integrity are vital to the success of marketing, as well as rewarding the innovation delivered by marketers who are at the cutting-edge of their profession.

The Kotler Awards are designed to enhance the competitiveness by encouraging and spreading examples of companies and individuals that create innovative Customer Values and achieve successful market performance through various marketing competitiveness enhancement activities.

The Kotler Awards system is meant to present the direction of the most rational yet correct marketing activities in the rapid changes happening in the market environment, which is more significant than any activity. We sincerely hope that this award will be a cornerstone for creating an India with a strong marketing power.



BACKGROUND

The Kotler Award is primarily for those top organizations which contribute exclusively to business/ professional world while be on top of following activities;

Driving Business with Thought Leadership

Able to generate and Nurture New Marketing Clusters Globally

Marketing through Social and Interactive Media and new start ups.

Strengthening Client Relationships and Building Loyalty

Transforming the New Marketing Ideologies & technologies into reality and result driven

Enriching Lives and Building Sustainable Communities

Help in creating better world through marketing

During 2014 & 2015 Kotler Awards happened in Moscow, Russia.

During 2017 Kotler Awards happened in Saudi Arabia, Bahrain and Korea.

2018 Kotler Awards in India.

You Should Apply if

01

You created an exceptional commercial campaign.

04

You created an exceptional advertising.

02

You created an exceptional awareness campaign.

05

You are an agency and you created a portfolio of effective campaigns..

03

You created an exceptional sustainability and environmental campaign

EVALUATION PROCESS & TIMELINE

The evaluation of each submission for Kotler Awards consists of a robust, three-stage process. Each submitted entry is then evaluated according to our four core criteria:

Innovation, Impact, Inspiration (I³)

The weighing of each criterion varies according to the category.

First Stage: Department of Management Studies, IIT (ISM) Dhanbad conducts due diligence on all the submissions received.

SRIIPL then ensures that each individual entry meets the submission standards and then scores the entries against the core criteria set out for the Kotler Awards.

Second Stage: The Selection Committee headed by Prof. Philip Kotler and Prof. Pramod Pathak meets to evaluate and scores entries in order to create a shortlist of finalists to pass on to the last stage of the process – the Jury.

Final Stage: The Jury meets, in person, to deliberate the entries and elect the winner in each category. The final decision must be unanimous and presented to Kotler Impact (KI) before declaring the results.

The winners will be felicitated during the Kotler Awards GALA Night.

MARKETING EXCELLENCE & INNOVATION CRITERIA

The *Marketing Excellence & Innovation criteria* examines three fundamentals to drive marketing excellence that span the gamut from strategy through execution: **Innovation, Impact, Inspiration (I³)**

The criteria deliberates on organizations who have created excellent market performances through the company-wide marketing activities in the relevant fields by realizing innovative Customer Value in new product, new market, new business development leading market change.

Within your response, include answers to the following questions:

Innovation that leads to unique customer value

Does your company truly understand your customer's business and their underlying needs?

Do you feel you have the market insight required to develop innovative offerings?

Can you translate your market insight into specific, differentiated offerings and executable market plans?

Does your company use the insight, and which enables you to develop compelling, differentiated offerings to meet the needs of a clearly defined market?

MARKETING EXCELLENCE & INNOVATION CRITERIA

Focus for Client and Market Impact and Lower Go-To-Market Risk

Describe how you refine and focus your efforts on specific target segments and the outcomes relate directly or indirectly to positive impacts for the client(s).

How do you maximize impact, go-to-market plans and their associated campaigns need to maintain a laser focus on a well-defined target segment and deliver a consistent, clear and compelling message?

How do you perform market segmentation in a way that allows you to identify your highest-value market segments focusing your resources on the highest-value segments whereby maximizing impact and limit go-to-market risk?

Based on your target segments, how do you determine your best route to market and bring this information together in a focused, well-documented go-to-market plan enabling you to align your sales, marketing and delivery resources to increase your speed and efficiency in execution.

MARKETING EXCELLENCE & INNOVATION CRITERIA

Transformation:

Describe the role that technology played in transforming or modernizing the delivery of services.

Efficient use of mobile, digital, social marketing channels and platforms

Identify how digital technologies can shape strategy and lead decision-making.

Identify ways in which new digital technologies can be adapted into the culture and allow people at all levels of the business to understand and use them in ways that benefit the organization.

Use big data and artificial intelligence in digital marketing, etc.

How do you adopt a multi-faceted approach, developing capabilities on digital innovation, designing services, ecosystem leadership, creative cross-functional teams, and successfully transitioning to a digital enterprise?

Nominations are due no later than November 1, 2018



THE AWARDS ARE DESIGNED TO
ENCOURAGE EXCELLENCE.





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Better world through marketing
2018
INDIA

