

Kotler Marketing Excellence (KME) Award

World Marketing Summit India | 2018

14 December

The Pride Plaza Hotel
Aerocity, New Delhi, India



History

In 2018, Prof. Philip Kotler gave Kotler Impact (KI) and Department of Management Studies, IIT (ISM) Dhanbad organizing committee permission to use his name for recognizing marketing excellence among Indian Industries.

His key condition: His name could only be associated after a robust assessment framework. Thus was born the Kotler Marketing Excellence (KME) Awards 2018.

The selection process is managed by committee under the guidance of Prof. Philip Kotler and Prof. Pramod Pathak, IIT (ISM) Dhanbad. The KME Awards, were developed to recognize genuine mastery in the field of marketing by celebrating exceptional achievements of organizations. The KME Awards is a tribute to the Father of Modern Marketing internationally renowned Prof. Philip Kotler.

The KME Awards was established in order to improve competitive power of Indian organizations by encouraging and publicizing exemplary cases which created the innovative market performance through customer value-focused marketing activity.

This coming awards ceremony will be hosted at Aerocity, The Pride Plaza hotel, New Delhi and Philip Kotler will present the award on 14th Dec, 2018.

If you have an inquiry regarding The Kotler Marketing Excellence Awards 2018, please do visit www.wms18.com

Category of Awards

The Kotler Marketing Excellence (KME) Awards are open to all companies and agencies operating in the broader marketing and media eco-system. To be eligible to enter, the majority of the campaign must have run between 1 April 2017 and 15 September 2018, and can have been implemented locally, regionally or globally. Entries will be judged on the following criteria: Innovation, Impact, Inspiration.

- **Best Marketer Award**
- **Best Agency Award**
- **Best Social Awareness Campaign Award**
- **Best Commercial Campaign Award**
- **Kotler Sustainability Award**

You should apply if

- **You created an exceptional commercial campaign.**
 - **You created an exceptional awareness campaign.**
 - **You created an exceptional advertising.**
 - **You are an agency and you created a portfolio of effective campaigns.**
 - **You are or you know a person who contributed to the awareness and success of the marketing industry.**
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Award Committee – Panel of Judges

The award judging committee as given below is composed of the academics and professionals in the field of marketing and contributes to strengthen the competitiveness of the award assessment by fairly and objectively evaluating and marketing the activities of the applicants.

1

Prof. Philip Kotler – Chairman

S.C. Johnson & Son Professor of International Marketing at the Kellogg School of Management, Northwestern University, Evanston, Illinois

2

Prof. Pramod Pathak – Co-Chairman

Professor, Department of Management Studies, IIT(ISM) Dhanbad, India

3

Prof. Mohammed Naved Khan – Member

Associate Professor of Marketing, Department of Business Administration, AMU, India

4

Gautam Mahajan – Member

President Customer Value Foundation, India

5

Walter Vieira – Member

Fellow of the Institute of Management Consultants, India

6

Prof. Anna Khan – Member

Assistant Professor of Marketing, Imam Abdulrahman Bin Faisal University, Saudi Arabia

7

Faisal Ziauddin – Secretary General

COO, Suslence Research International Institute (SRIIPL), India

KME Award Cycle Dates for 2018

Submit Award Application	15th Sep to 15th Nov, 2018
First Stage Review	20th Nov, 2018
Judges Final Review	28th Nov, 2018
Announcement of Awards by Prof. Philip Kotler	5th Dec, 2018
Awards Ceremony	14th Dec, 2018

KME Award Assessment Process

Structured and Transparent Assessment System

The evaluation of each submission for KME Awards 2018 consists of a robust, three-stage process. Each submitted entry is then evaluated according to our three 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. IIT (ISM) Dhanbad 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 award 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 KME Awards 2018 GALA Night.

KME Awards Application Fee

The Application Fee for each of the seven categories is:

NO.	CATEGORY	APPLICATION FEE
1	Manufacturing	Rs. 1,00,000
2	Service	Rs. 1,00,000
3	Marketing Agency	Rs. 1,00,000
4	Health Care	Rs. 1,00,000
5	Education	Rs. 50,000
6	Small Business	Rs. 25,000
7	NGOs	Rs. 25,000

The fee covers expenses associated with distribution of applications, review of applications, and development of feedback reports. The fee must accompany the Application Form.

The application fee can be paid in the form of:

i) Cheque at Par or Demand Draft payable to a bank in Aligarh, India, payable to Suslence Research International Institute Pvt. Ltd. Aligarh.

ii) Through Bank Transfer as per the following details:

Bank Name:	State Bank of India
Account Name:	Suslence Research International Institute Pvt. Ltd.
Account No.:	00000037522966455
MICR Code:	202002009
IFSC CODE:	SBIN0003570

iii) Through Credit Card by logging on to: www.wms18.com

Note: "Please note that Original Tax Invoice will be generated Only after the receipt of the Application Fee. However, in order to initiate the payment process, a Proforma Invoice may be generated on Request from an applicant organization."

Rules for Nominations

Following have been the basic rules for nominations which are formalized by management of Kotler Impact (KI), the custodian of brand Kotler Awards:

- I. To evaluate an entry, the judges may ask for additional information.
- ii. The applicants are responsible for fulfilling the underlying legal/procedural requirements of their organization.
- iii. A category may go un-awarded in the absence of any outstanding proposal.
- iv. The decision of the Kotler Awards jury board will be final.
- v. The decision of jurors will be shared and reviewed with Prof. Philip Kotler and President of WMS Group before announcing to nominees and general public.

Non-Disclosure & Confidentiality

- i. Names of applicants, commentary and scoring information developed during the review of applications are regarded as proprietary and are kept confidential. Such information is available only to individuals directly involved in the assessment and administrative process.
 - ii. Kotler Marketing Excellence (KME) Secretariat will take all reasonable precautions to ensure that applications and information therein are treated in strict confidence. However, in no way Kotler Marketing Excellence (KME) Secretariat can be held responsible for any loss of confidentiality to a third party, nor held liable for any damage (to goods or persons) or financial loss incurred through the breach of confidentiality or otherwise by the applicants or any third party.
 - iii. Kotler Marketing Excellence (KME) Secretariat reserves the right, subsequent to the Award Presentation, to publish salient details of the Innovation methods/modules/Improvement initiatives/Schemes of the Award Winners, as a step towards sharing of knowledge for raising general standards.
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Application form

Instructions:

1. Form must be typed in minimum font size of 10 pt.
2. Form must be duly signed and officially stamped on each page.
3. In case, the highest ranking official is not present to sign the document, the Authorized Signatory may sign on his/her behalf.

A. Applicant Registration Information

1. Category under which application is being made
 - ☐ Manufacturing business organization
 - ☐ Service Sector
 - ☐ Small business organization
 - ☐ Education Sector
 - ☐ Healthcare Sector
 - ☐ Marketing Agency
2. Name of the Organization: _____
3. Complete Postal Address _____

4. Name of the Highest Ranking Official _____
Designation: _____
Tel: _____ Fax: _____ Email: _____
5. Applicant Contact Person for the KME Awards 2018
(You may like to refer to the Application of Intent you submitted while applying)
Name: _____ Designation: _____
Tel: _____ Mobile: _____
Fax: _____ Email: _____

Please remember to update the Awards Secretariat of any changes in the above during the assessment period.

B. Statement of Authenticity and Not of Approval

I, on behalf of my organisation, confirm that all the statements made in this Application Document for the KME Awards 2018, as well as any additional information / documentation (listed above) provided to the Award Secretariat, are true and correct to the best of my knowledge.

On behalf of my organisation, I also agree to abide by the rules and regulations of the Awards and accept that the decision of the Jury is final.

I understand that this information is meant for use in the assessment for the KME Awards 2018, and for publishing / disseminating information about our practices and approaches in Sustainability.

Authorised Signatory:

Place & Date:

Company Seal

Name: _____

Position / Designation: _____

Signature: _____

C. All entries should be addressed to:

The Award Secretariat,

The Kotler Marketing Excellence (KME) Awards, 2018
Department of Management Studies, IIT (ISM) Dhanbad,
Jharkhand, India.

Ph: 9903667754, 7906673068

Email: info@wms18.com | submissions@wms18.com.

Note: Applicant are required to not send any hard copy.

Business Overview

The Business Overview is an outline of the applicant's business, addressing what is most important to the business, key influences on how the business operates, and where the business is headed.

The Business Overview is:

- a) A snapshot of the organization, the key influences on how it operates, and the key challenges;
- b) The most appropriate starting point for writing and reviewing the application, helping to focus on key business issues and consistency in response, especially in reporting business results;
- c) Used by the Assessors and Jury in all stages of application review, including the site visit, if any required.

Organizational Description

Provide brief answers to the following:

- 1. Organization's size, location and ownership.
- 2. Main features of the organization covering purpose, vision, mission and values of the organization?

If the applicant is an independent self-accounting subsidiary of a larger company, a brief description should be given of the organizational relationship to the 'parent' organization, and percentage of total employees it represents. Briefly describe how the applicant's products and services, relate to those of the parent and/or other units of the parent organization.

- 3. Organization's main products, services, and key customers.
- 4. Annual Marketing Performance Reporting System:

Have you adopted any Annual Marketing Performance Reporting System in the organization? Attach a copy of your latest reports.

Integrated Reporting (IR) means the integrated representation of a company's performance in terms of both financial and other value relevant information. IR helps to complete financial and sustainability reports. An integrated report is a concise communication about how an organization's strategy, governance, performance and prospects lead to the creation of value over the short, medium and long term.

- 5. What are the key elements of your performance improvement strategy; including evaluation and learning processes?

Judging Criteria for KME Awards 2018

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:

Marketing Excellence

We will deliberate on organizations who have created excellent market performances through the company-wide marketing activities in the relevant fields.

- Create, deliver creative and innovative value
- Clarity of target market
- Appropriateness of Positioning to Achieve Goals
- Customer- focused marketing activities
- Measurement of marketing ROI

Marketing Innovation

We deliberate on the case of realizing innovative customer value in new product, new market, new business development leading market change.

- Creation, provision of creative and innovative values
- Creating and delivering new types of customer experience
- Attempts to solve customer's sensory experience and potential motivation

Digital Marketing

We will deliberate on organizations who realize innovative customer value in digital technology utilization and marketing execution.

- Efficient use of mobile, digital, social marketing channels and platforms
- Use big data and artificial intelligence in digital marketing, etc.

Social Marketing

We will deliberate on organizations that contribute to corporate and social development and engagement through marketing.

- A clear definition of the purpose of social marketing campaigns
- Comprehensive and systematic understanding of social problems
- Application of marketing mix for solving social problems
- Campaign effects and impact measurement

Note: Kindly share the evidence in the form of YouTube videos, brochures, campaigns etc. during the submission.
