

Sample form, not for offline completion.

Visit <https://thecma.awardsplatform.com> to enter.



*Marketer of the Year

Overview

*Member

CMA presents a Marketer of the Year Award to a Canadian individual who displays outstanding marketing acumen and leadership over the last year. The Marketer of the Year winner is selected by a committee of senior level marketing executives, chosen by CMA's CEO.

The honour is awarded to a Canadian who demonstrates outstanding creativity and strategic acumen that advances business goals and delivers powerful results, future forward-thinking, an innovative approach and leadership over the last year. They also demonstrate a commitment to the marketing profession through their active involvement and advocacy.

Specific criteria can include Marketing Leadership, Business Success, and Industry Support / Contribution.

Who Should Enter

Any individual may nominate a Canadian individual who they feel meets the criteria over the last year. Individuals may also self-nominate.

The application (self-submitted or submitted on their behalf) window is from mid-July through August 29, 2024 and contains:

Brief Biography / Overview

Marketing Leadership – How the nominee demonstrated exceptional creativity, marketing and strategic acumen and leadership in their organization.

Business Success - Examples of how these skills translated into business success for the organization and what innovative thinking lead to this success.

Industry Support/Contribution - How the nominee advanced the cause of Canadian marketing by being actively involved in and advocating for the profession.

Judging & Awarding

The judges will be made up of a panel of prominent marketing professionals and the CEO of the Canadian Marketing Association. The recipient of this award will be notified in early October.

1. Choose a **category**
2. **Name** your entry
3. Select a **discipline**

If you would like to enter into multiple categories, feel free to copy your entry via *My entries*.

Campaign Name

Company name

Country

CAN

USA

Province (of Applicant)

Ontario

Alberta

British Columbia

Manitoba

New Brunswick

Newfoundland and Labrador

Northwest Territories

Nova Scotia

Nunavut

Prince Edward Island

...

Phone Number

DO NOT include the agency name in the body of text entered in the fields below. **DO NOT** include if this campaign was done pro bono.

MOTY Bio 2500 characters

MOTY Marketing Leadership 2500 characters

Describe how the nominee demonstrated exceptional innovative marketing strategy, creativity, business acumen and leadership in their organization over the last year. Describe how the nominee leveraged marketing to drive business results and significantly contribute to advancing the goals of the organization.

Provide examples of how the strategies implemented by the individual translated into business success for the organization over the last year.

Describe how the nominee forwarded the cause of Canadian marketing, and advocated for the profession.

Accepted File Formats

PLEASE NOTE: Agency names MUST NOT appear on any submitted materials, except in the **Information** tab. Please check document headers and footers carefully before submitting files and set up an alias for website URL's hosted by an agency. Client hosted URLs are accepted.

- Video (.avi .m4v .mov .mp4 .mpeg .mpg .srt)
- Audio (mp3)
- Image (.pdf, .jpg, .png)
- Website (URL) – website URLs are accepted. For websites that cannot be accessed publicly (i.e. intranet websites), entrants are recommended to take screenshots and assemble them in a multi-page PDF file. Please be sure to alias your website URL's away from addresses that identify the submitting agency. Client URLs are accepted.
- Documents (pdf)

Important:

- No video attachment required to enter.
- Maximum size for any upload is 1GB and no longer than 2 minutes in length.
- Should your entry have a commercial, please upload the commercial as it would have aired with sound and no added result overlays.
- When uploading attachments please include only the most relevant creative examples that are supporting this entry.

NO MORE THAN 6 CREATIVE ELEMENTS WILL BE ACCEPTED

(this includes file attachments **and** URLs.)

Are you open to being contacted to provide input on definition updates for next year’s Awards program?
If yes, we may reach out as we begin planning for the 2026 cycle.

Yes

No

☐ I consent to receive communications from the Canadian Marketing Association (CMA) about CMA initiatives, including events, membership, and professional development opportunities. I understand that I may unsubscribe at any time, as outlined in the CMA's Privacy Policy. (optional)