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| --- | --- |
| **Partner Company** |  |
| **Partner Contact Name** |  |
| **Phone / Mobile** |  |
| **Email Address** |  |
| **Cisco Partner Account Manager** |  |
| **Cisco Partner Marketing Manager** |  |
| **Name of Marketing Campaign** |  |
| **Brief Overview of Submission*****(3–5 sentences)*** |  |

Please complete the following information to be considered for the 2017 Marketing Innovator of the Year award.

We’re looking to recognize partner companies that executed creative campaigns and achieved great results.  An innovator has made significant changes or major advancements to their marketing strategy and tactics from previous years.  Show us how you’re thinking differently about the way you market.

**Section One: Goal**

What were the goals for your campaign and how were they focused on innovation?

* What were the goals?
* What were the objectives
* Who was the target audience?
* How long did the campaign run?
* What were the expected outcomes of the campaign (metrics)?

**Section Two: Strategy**

Outline the creative element of the campaign.

* How did the campaign demonstrate a keen understanding of the marketing challenge faced?
* What innovative tactics were used?
* Was research leveraged or conducted?
* Were there demographic targets?
* Were there global or other strategic considerations?

**Section Three: Execution**

How did the execution of the campaign go from beginning to end?

* How was this campaign implemented?
* What changed from plan to execution?
* What Cisco resources were utilized?
* Did the campaign utilize Cisco speakers/experts Cisco sales teams?
* Did the campaign utilize Cisco promotions and incentives?
* Did you collaborate with other partners within the Cisco Partner Ecosystem?

**Section Four: Business Impact**

What was the business impact of the campaign? What were the metrics?

* ROI
* MQL to SQL conversion rate
* Pipeline generated
* Number of leads generated
* Number of names gathered for future nurturing programs
* Which innovative tactics were successful and will be implemented in future campaigns

**Appendix: Support Documents and Creative**

Provide additional material to support your submission. Examples include:

1. Sample creative: (eDM, ads, storyboard, copy, invitations, photographs of trade show stands, merchandise)
2. Reports (results, tracking)
3. Feedback