



# *Criteria and Submission Information*

**Key dates:**

Entries close - 5pm AEST, Friday 25 June 2021 - on-time entry fee \$299 + GST/entry

Late entries close - 5pm AEST, Friday 2 July 2021 - late entry fee \$399 + GST/entry

Awards night - September 2021 - Sydney

**Online portal:**

<https://themisfits.media/best-of-the-best-awards>

**Judging period:**

Thursday 8th July - Monday 2nd of August (4 weeks)

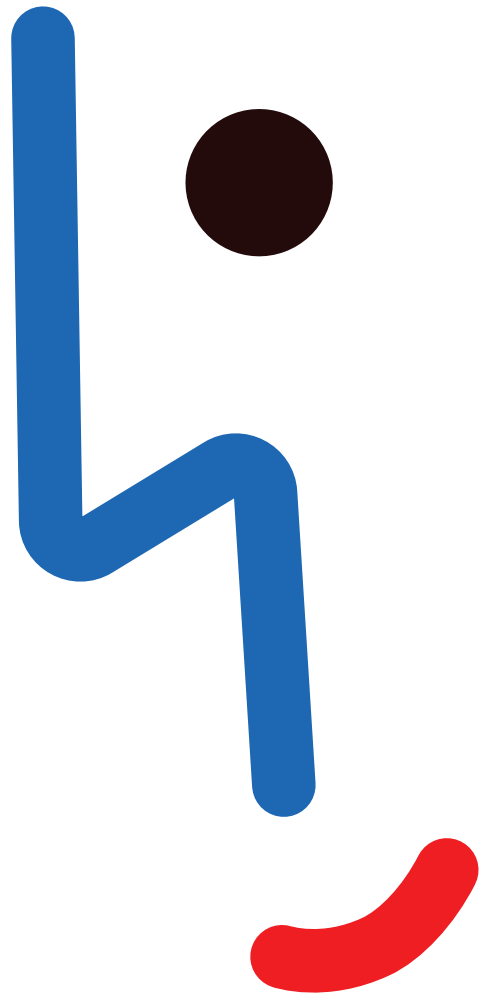
Case studies and examples of work must have been active in market during this period

- 1 January 2020 to 31 March 2021



## Submission Format:

- For all categories please submit your entry as a PDF document of no more than 20 pages.
- Upload your entry PDF under the 'Submission' tab within the online portal.
- Jurors will be assessing many entries so please keep them as concise as possible.
- All entries should not exceed the word counts specified for each category.
- Supporting Material - Entries may be accompanied by supporting material (maximum of 10 pieces). Any supporting material, including print work, screen grabs, radio ads, TVCs, and photographs need to be high-res where applicable (300 dpi). For online work, a live URL together with username and password if necessary should be supplied in the written portion of the entry.
- Please also include a high res photo of the entrant. This will be used as a part of the shortlist and winners' announcement on *B&T*.



### Key dates:

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## Category

### ▲ **Casting Director**

This category is open to those in senior roles within a casting capacity, servicing the marketing, media and advertising sector, including, but not limited to: casting director, casting agent.

- A brief overview of what the nominee has achieved for the business in the judging period of January 1, 2020 to March 31, 2021, to the advertising and media profession, and the wider community. (500 words - 50 points)
- Supply 1 case study - Explain how the nominee helped the business/a client during the period in question. The jury will be looking for clear evidence of strategic thinking, ability to deliver against a brief, effectiveness of the work, and evidence of success. (500 words - 20 points)
- Impact and momentum: How has the nominee adapted to the changing market? How has the nominee's contribution moved the industry forward? What is the nominee's vision for the future? Examples might include the adoption of innovative techniques or tools, diversification into new business areas, setting the agenda through new research or commitment to participation in industry forums. (500 words - 20 points)
- At least one reference from either an employer, colleague, community leader, academic or client must be included with the entry. (300 words - 10 points)

### ♥ **Commercial Director**

This category is open to those in senior commercial roles within the marketing, media and advertising sector, including, but not limited to: commercial director, national sales director, national accounts director, general manager, group accounts director, head of sales.

- A brief overview of what the nominee has achieved for the business in the judging period of January 1, 2020 to March 31, 2021, to the advertising and media profession, and the wider community. (500 words - 50 points)
- Supply 1 case study - Explain how the nominee has won or grown a client's account in the judging period, demonstrate the commercial results they have contributed to and evidence of delivering results for customers and clients. Evidence of exceptional leadership, outstanding management skills as well as growth and innovation within their organisation is highly regarded. (500 words - 20 points)

- Impact and momentum: How has the nominee adapted to the changing market? How has the nominee's contribution moved the industry forward? What is the nominee's vision for the future? Examples might include the adoption of innovative techniques or tools, diversification into new business areas, setting the agenda through new research or commitment to participation in industry forums. (500 words - 20 points)
- At least one reference from either an employer, colleague, community leader, academic or client must be included with the entry. (300 words - 10 points)

### ◆ **Consultant**

This category is open to those in senior consultant roles servicing the media, marketing and advertising sector. Roles including, but not limited to: principal consultant, marketing consultant, advertising consultant, brand management consultant, technology consultant, business consultant, strategy consultant, business analyst.

- A brief overview of what the nominee has achieved for the business in the judging period of January 1, 2020 to March 31, 2021, to the advertising and media profession, and the wider community. (500 words - 50 points)
- Supply 1 case study - Explain how the nominee helped the business/a client during the period in question. The jury will be looking for clear evidence of strategic thinking, ability to deliver against a brief, effectiveness of the work, and evidence of success. (500 words - 20 points)
- Impact and momentum: How has the nominee adapted to the changing market? How has the nominee's contribution moved the industry forward? What is the nominee's vision for the future? Examples might include the adoption of innovative techniques or tools, diversification into new business areas, setting the agenda through new research or commitment to participation in industry forums. (500 words - 20 points)
- At least one reference from either an employer, colleague, community leader, academic or client must be included with the entry. (300 words - 10 points)

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## Category (cont.)

### ▲ **Content Producer**

This category is open to those in senior content production roles, including, but not limited to: head of content, head of content strategy, content director.

- A brief overview of what the nominee has achieved for the business in the judging period of January 1, 2020 to March 31, 2021, to the advertising and media profession, and the wider community. (500 words - 50 points)
- Supply 1 case study - Explain how the nominee helped the business/a client during the period in question. The jury will be looking for clear evidence of strategic thinking, ability to deliver against a brief, effectiveness of the work, and evidence of success. (500 words - 20 points)
- Impact and momentum: How has the nominee adapted to the changing market? How has the nominee's contribution moved the industry forward? What is the nominee's vision for the future? Examples might include the adoption of innovative techniques or tools, diversification into new business areas, setting the agenda through new research or commitment to participation in industry forums. (500 words - 20 points)
- At least one reference from either an employer, colleague, community leader, academic or client must be included with the entry. (300 words - 10 points)

### ♥ **Creative**

This category is open to those in senior creative roles, including, but not limited to: chief creative officer, executive creative director, group creative director, creative director, senior art director.

- A brief overview of what the nominee has achieved for the business in the judging period of January 1, 2020 to March 31, 2021, to the advertising and media profession, and the wider community. (500 words - 50 points)
- Supply 1 case study - Explain how the nominee helped the business/a client during the period in question. The jury will be looking for clear evidence of strategic thinking, ability to deliver against a brief, effectiveness of the work, and evidence of success. (500 words - 20 points)

- Impact and momentum: How has the nominee adapted to the changing market? How has the nominee's contribution moved the industry forward? What is the nominee's vision for the future? Examples might include the adoption of innovative techniques or tools, diversification into new business areas, setting the agenda through new research or commitment to participation in industry forums. (500 words - 20 points)
- At least one reference from either an employer, colleague, community leader, academic or client must be included with the entry. (300 words - 10 points)

### ♦ **Data Scientist**

This category is open to those in senior data roles within the marketing, media and advertising sector, including, but not limited to: data scientist, analytics director, data analyst, data engineer, data architect, data storyteller, machine learning scientist/engineer, business intelligence developer/analyst, big data engineer/architect, research analyst, insight director.

- A brief overview of what the nominee has achieved for the business in the judging period of January 1, 2020 to March 31, 2021, to the advertising and media profession, and the wider community. (500 words - 50 points)
- Supply 1 case study - Explain the nominee's contribution to a single key project for the business/a client in the judging period. Demonstrate the innovation, creative thinking, commercial results and evidence of delivering results for business/client. Evidence of exceptional leadership, outstanding management and collaboration skills as well as growth within their organisation is highly regarded. (500 words - 20 points)
- Impact and momentum: How has the nominee adapted to the changing market? How has the nominee's contribution moved the industry forward? What is the nominee's vision for the future? Examples might include the adoption of innovative techniques or tools, diversification into new business areas, setting the agenda through new research or commitment to participation in industry forums. (500 words - 20 points)
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## Category (cont.)

### ▲ **Developer**

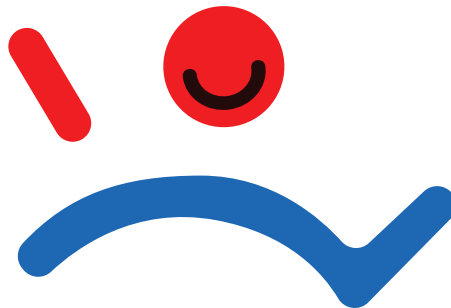
This category is open to those in senior development roles within the marketing, media and advertising sector, including, but not limited to: director of engineering, web developer, software engineer, software developer, front/back end developer, network engineer, app developer, full stack developer.

- A brief overview of what the nominee has achieved for the business in the judging period of January 1, 2020 to March 31, 2021, to the advertising and media profession, and the wider community. (500 words - 50 points)
- Supply 1 case study - Explain the nominee's contribution to a single key project for the business/a client in the judging period. Demonstrate the innovation, creative thinking, commercial results and evidence of delivering results for business/client. Evidence of exceptional leadership, outstanding management and collaboration skills as well as growth within their organisation is highly regarded. (500 words - 20 points)
- Impact and momentum: How has the nominee adapted to the changing market? How has the nominee's contribution moved the industry forward? What is the nominee's vision for the future? Examples might include the adoption of innovative techniques or tools, diversification into new business areas, setting the agenda through new research or commitment to participation in industry forums. (500 words - 20 points)
- At least one reference from either an employer, colleague, community leader, academic or client must be included with the entry. (300 words - 10 points)

### ♥ **Entrepreneur**

This category is open to those who are leading a start-up in the marketing, media and advertising space and have been in business for five years or less (as of March 31, 2021).

- A brief overview of what the nominee has achieved for the business in the judging period of January 1, 2020 to March 31, 2021, to the advertising and media profession, and the wider community. (500 words - 50 points)
- Supply 1 case study - Explain the nominee's contribution to a single key project for the business/a client in the judging period. Judges will review the nominee's vision, innovation, risk optimisation, strategic perspective, passion, market knowledge and their ability to navigate a dynamic business environment. (500 words - 20 points)
- Impact and momentum: How has the nominee adapted to the changing market? How has the nominee's contribution moved the industry forward? What is the nominee's vision for the future? Examples might include the adoption of innovative techniques or tools, diversification into new business areas, setting the agenda through new research or commitment to participation in industry forums. (500 words - 20 points)
- At least one reference from either an employer, colleague, community leader, academic or client must be included with the entry. (300 words - 10 points)



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## Category (cont.)

### **Executive Leader**

This category is open to those who are currently in c-suite level leadership roles within a marketing, media and advertising business, including, but not limited to: CEO, CIO, CTO, CMO, CRO and COO.

- A brief overview of what the nominee has achieved for the business in the judging period of January 1, 2020 to March 31, 2021, to the advertising and media profession, and the wider community - proven revenue and growth figures, and indication of how the nominee is advocating for a more inclusive culture will aid the application (500 words - 50 points)
- Supply 1 case study - Explain the nominee's contribution to a single key project for the business/a client in the judging period. Judges will review the nominee's vision, innovation, risk optimisation, strategic perspective, passion, market knowledge and their ability to navigate a dynamic business environment. (500 words - 20 points)
- Impact and momentum: How has the nominee adapted to the changing market? How has the nominee's contribution moved the industry forward? What is the nominee's vision for the future? Examples might include the adoption of innovative techniques or tools, diversification into new business areas, setting the agenda through new research or commitment to participation in industry forums. (500 words - 20 points)
- At least one reference from either an employer, colleague, community leader, academic or client must be included with the entry. (300 words - 10 points)

### **Experiential Producer**

This category is open to those in senior experiential producing roles, including, but not limited to: executive producer, senior experiential producer, senior event producer, senior integrated producer, senior creative producer, experiential design strategist, AR/VR producer, virtual events producer.

- A brief overview of what the nominee has achieved for the business in the judging period of January 1, 2020 to March 31, 2021, to the advertising and media profession, and the wider community. (500 words - 50 points)
- Supply 1 case study - Explain how the nominee helped the business/a client during the period in question. The jury will be looking for clear evidence of strategic thinking, ability to deliver against a brief, effectiveness of the work, and evidence of success. (500 words - 20 points)
- Impact and momentum: How has the nominee adapted to the changing market? How has the nominee's contribution moved the industry forward? What is the nominee's vision for the future? Examples might include the adoption of innovative techniques or tools, diversification into new business areas, setting the agenda through new research or commitment to participation in industry forums. (500 words - 20 points)
- At least one reference from either an employer, colleague, community leader, academic or client must be included with the entry. (300 words - 10 points)



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## Category (cont.)

### **Film Director**

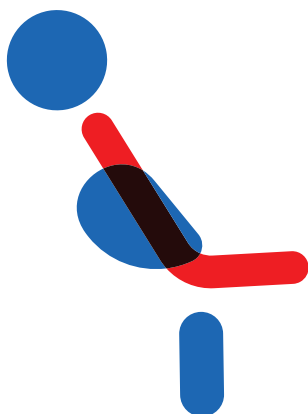
This category is open to those who are currently in film director roles, servicing the marketing, media and advertising sector, including, but not limited to: director, cinematographer, director of photography, second unit director.

- A brief overview of what the nominee has achieved for the business in the judging period of January 1, 2020 to March 31, 2021, to the advertising and media profession, and the wider community. (500 words - 50 points)
- Supply 1 case study - Explain how the nominee helped the business/a client during the period in question. The jury will be looking for clear evidence of strategic thinking, ability to deliver against a brief, effectiveness of the work, and evidence of success. (500 words - 20 points)
- Impact and momentum: How has the nominee adapted to the changing market? How has the nominee's contribution moved the industry forward? What is the nominee's vision for the future? Examples might include the adoption of innovative techniques or tools, diversification into new business areas, setting the agenda through new research or commitment to participation in industry forums. (500 words - 20 points)
- At least one reference from either an employer, colleague, community leader, academic or client must be included with the entry. (300 words - 10 points)

### **Finance**

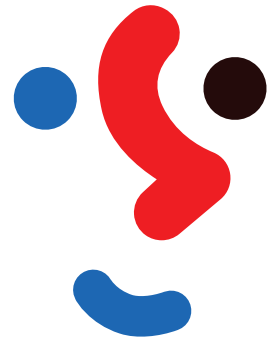
This category is open to those who are currently in senior financial roles within a marketing, media and advertising business, including, but not limited to: CFO, treasurer, head of finance, finance director, head of FP&A, group finance director, group financial controller.

- A brief overview of what the nominee has achieved for the business in the judging period of January 1, 2020 to March 31, 2021, to the advertising and media profession, and the wider community - proven revenue and growth figures will aid the application (500 words - 50 points)
- Supply 1 case study - Explain the nominee's contribution to a single key project for the business/a client in the judging period. Judges will review the nominee's vision, innovation, risk optimisation, strategic perspective, passion, market knowledge and their ability to navigate a dynamic business environment. (500 words - 20 points)
- Impact and momentum: How has the nominee adapted to the changing market? How has the nominee's contribution moved the industry forward? What is the nominee's vision for the future? Examples might include the adoption of innovative techniques or tools, diversification into new business areas, setting the agenda through new research or commitment to participation in industry forums. (500 words - 20 points)
- At least one reference from either an employer, colleague, community leader, academic or client must be included with the entry. (300 words - 10 points)



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## Category (cont.)

### Journalist

This category is open to those in senior editorial roles, including, but not limited to: editor-in-chief, senior reporter, associate editor, editor, editorial director, managing editor, publisher, broadcaster, senior journalist, news analyst.

- A brief overview of what the nominee has achieved for the business in the judging period of January 1, 2020 to March 31, 2021, to the advertising and media profession, and the wider community. (500 words - 50 points)
- Supply 1 case study - Showcase one excellent and original act of journalism by the nominee, that shed new insight to an issue during the judging period. Merit will be given to the nominee's extensive research, well-crafted and engaging storytelling and distinctive, informative and/or entertaining reporting style. (500 words - 20 points)
- Impact and momentum: How has the nominee adapted to the changing market? How has the nominee's contribution moved the industry forward? What is the nominee's vision for the future? Examples might include the adoption of innovative techniques, tools or reporting presentation, setting the agenda through new research or commitment to participation in industry forums. (500 words - 20 points)
- At least one reference from either an employer, colleague, community leader, academic or client must be included with the entry. (300 words - 10 points)

### Marketer

This category is open to those in senior marketing roles on clients' side, including, but not limited to: CMO, SVP of marketing, VP of marketing, head of marketing, director of marketing, head of brand, director of brand, social media director, advertising director, digital marketing director, marketing communications director, marketing and sales director.

- A brief overview of what the nominee has achieved for the business in the judging period of January 1, 2020 to March 31, 2021, to the advertising and media profession, and the wider community. (500 words - 50 points)
- Supply 1 case study - Explain the nominee's contribution to a single key project for the business/a client in the judging

period. Demonstrate the innovation, creative thinking, commercial results and evidence of delivering results for business/client. Evidence of exceptional leadership, outstanding management and collaboration skills as well as growth within their organisation is highly regarded. (500 words - 20 points)

- Impact and momentum: How has the nominee adapted to the changing market? How has the nominee's contribution moved the industry forward? What is the nominee's vision for the future? Examples might include the adoption of innovative techniques or tools, diversification into new business areas, setting the agenda through new research or commitment to participation in industry forums. (500 words - 20 points)
- At least one reference from either an employer, colleague, community leader, academic or client must be included with the entry. (300 words - 10 points)

### Media Director

This category is open to those in senior media buying roles, including, but not limited to: chief investment officer, chief growth officer, managing partner, managing director, general manager.

- A brief overview of what the nominee has achieved for the business in the judging period of January 1, 2020 to March 31, 2021, to the advertising and media profession, and the wider community. (500 words - 50 points)
- Supply 1 case study - Explain how the nominee helped the business/a client during the period in question. The jury will be looking for clear evidence of strategic thinking, ability to deliver against a brief, effectiveness of the work, and evidence of success. (500 words - 20 points)
- Impact and momentum: How has the nominee adapted to the changing market? How has the nominee's contribution moved the industry forward? What is the nominee's vision for the future? Examples might include the adoption of innovative techniques or tools, diversification into new business areas, setting the agenda through new research or commitment to participation in industry forums. (500 words - 20 points)
- At least one reference from either an employer, colleague, community leader, academic or client must be included with the entry. (300 words - 10 points)

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## Category (cont.)

### Media Producer

This category is open to those in senior media producing roles, including, but not limited to: executive producer, senior media producer, showrunner, supervising producer, creative producer.

- A brief overview of what the nominee has achieved for the business in the judging period of January 1, 2020 to March 31, 2021, to the advertising and media profession, and the wider community. (500 words - 50 points)
- Supply 1 case study - Explain how the nominee helped the business/a client during the period in question. The jury will be looking for clear evidence of strategic thinking, ability to deliver against a brief, effectiveness of the work, and evidence of success. (500 words - 20 points)
- Impact and momentum: How has the nominee adapted to the changing market? How has the nominee's contribution moved the industry forward? What is the nominee's vision for the future? Examples might include the adoption of innovative techniques or tools, diversification into new business areas, setting the agenda through new research or commitment to participation in industry forums. (500 words - 20 points)
- At least one reference from either an employer, colleague, community leader, academic or client must be included with the entry. (300 words - 10 points)

### Mentor

The category is open to those who, by means of advising, has helped others progress their careers, driving learning and development. The nominee can be working and guiding others in any area within the marketing, media and advertising sector.

- Outline the most significant contribution the nominee has made to the retention, progression, satisfaction or development of individuals or groups within their organisation and/or the profession in the judging period of January 1, 2020 to March 31, 2021. (500 words - 50 points)
- References - Two individual references of no more than 500 words each, from appropriate staff members/mentees detailing their own experiences with the nominee. (1000 words - 40 points)

- Impact and momentum: How has the nominee adapted to the changing market? How has the nominee's contribution moved the industry forward? What is the nominee's vision for the future? Examples might include setting the agenda through new research, driving positive change for diversity and inclusion within the business and the wider industry, and commitment to participation in industry forums. (500 words - 10 points)

### Planning Director

This category is open to those who are currently in senior media planning roles, including, but not limited to: chief planning officer, chief strategy officer, planner partner, managing director, managing partner.

- A brief overview of what the nominee has achieved for the business in the judging period of January 1, 2020 to March 31, 2021, to the advertising and media profession, and the wider community. (500 words - 50 points)
- Supply 1 case study - Explain how the nominee helped the business/a client during the period in question. The jury will be looking for clear evidence of strategic thinking, ability to deliver against a brief, effectiveness of the work, and evidence of success. (500 words - 20 points)
- Impact and momentum: How has the nominee adapted to the changing market? How has the nominee's contribution moved the industry forward? What is the nominee's vision for the future? Examples might include the adoption of innovative techniques or tools, diversification into new business areas, setting the agenda through new research or commitment to participation in industry forums. (500 words - 20 points)
- At least one reference from either an employer, colleague, community leader, academic or client must be included with the entry. (300 words - 10 points)

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## Category (cont.)

### ▲ **Project Manager**

This category is open to those who are currently in senior project management roles within a marketing, media and advertising business, including, but not limited to: chief project officer, program/project director, head of project, project leader, senior project manager, associate project manager, digital project director, creative project director, head of implementation, integrated project director, technical project director, agile project director.

- A brief overview of what the nominee has achieved for the business in the judging period of January 1, 2020 to March 31, 2021, to the advertising and media profession, and the wider community. (500 words - 50 points)
- Supply 1 case study - Explain how the nominee helped the business/a client during the period in question. The jury will be looking for clear evidence of strategic thinking, ability to deliver against a brief, effectiveness of the work, and evidence of success. (500 words - 20 points)
- Impact and momentum: How has the nominee adapted to the changing market? How has the nominee's contribution moved the industry forward? What is the nominee's vision for the future? Examples might include the adoption of innovative techniques or tools, diversification into new business areas, setting the agenda through new research or commitment to participation in industry forums. (500 words - 20 points)
- At least one reference from either an employer, colleague, community leader, academic or client must be included with the entry. (300 words - 10 points)

### ♥ **Public Relations**

This category is open to those who are currently in senior PR roles on both agency and client side. Roles on agency side including, but not limited to: CEO, managing director, managing partner. Roles on client side including, but not limited to: chief communications officer, director of communications, head of communications.

- A brief overview of what the nominee has achieved for the business in the judging period of January 1, 2020 to March 31, 2021, to the advertising and media profession, and the wider community. (500 words - 50 points)
- Supply 1 case study - Explain how the nominee helped the business/a client during the period in question. The jury will be looking for clear evidence of strategic thinking, ability to deliver against a brief, effectiveness of the work, and evidence of success. (500 words - 20 points)
- Impact and momentum: How has the nominee adapted to the changing market? How has the nominee's contribution moved the industry forward? What is the nominee's vision for the future? Examples might include the adoption of innovative techniques or tools, diversification into new business areas, setting the agenda through new research or commitment to participation in industry forums. (500 words - 20 points)
- At least one reference from either an employer, colleague, community leader, academic or client must be included with the entry. (300 words - 10 points)



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## Category (cont.)

### **Recruiter/HR**

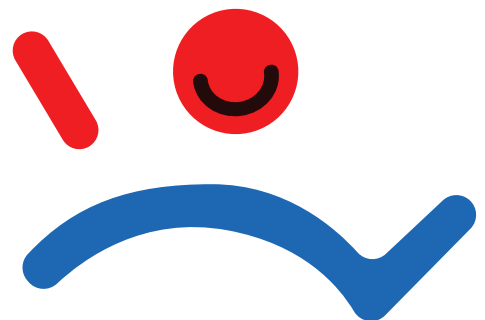
This category is open to those who are currently in senior recruitment or human resources roles within a marketing, media and advertising business, including, but not limited to: chief human resources officer, chief people officer, chief talent officer, chief diversity officer, head of people and culture, executive recruiter, executive talent acquisition, head of recruitment, head of resourcing, recruitment officer, HR director.

- A brief overview of what the nominee has achieved for the business in the judging period of January 1, 2020 to March 31, 2021, to the advertising and media profession, and the wider community. (500 words - 50 points)
- Supply 1 case study - Explain the nominee's contribution to a single key project for the business/a client in the judging period. Judges will review the nominee's vision, successful execution of recruitment/training/retention/health and well being initiatives, passion, market knowledge and their ability to navigate a dynamic business environment. Evidence such as third-party employee opinion surveys will be well regarded. (500 words - 20 points)
- Impact and momentum: How has the nominee adapted to the changing market? How has the nominee's contribution moved the industry forward? What is the nominee's vision for the future? Examples might include driving positive change for diversity and inclusion within the business and the wider industry, commitment to participation in industry forums. (500 words - 20 points)
- At least one reference from either an employer, colleague, community leader, academic or client must be included with the entry. (300 words - 10 points)

### **Social Change Maker**

This category is open to those who have dedicated significant time and effort to the community via charity and pro bono work. The nominee can be working in any area within the marketing, media and advertising sector.

- A brief overview of what the nominee has achieved for the business in the judging period of January 1, 2020 to March 31, 2021, to the advertising and media profession, and the wider community. (500 words - 50 points)
- Supply 1 case study - Showcase one major charity or pro bono project during the judging period in which the nominee played a key role. Demonstrate how the nominee's contribution has added to the success of the project. (500 words - 20 points)
- Impact and momentum: How has the nominee adapted to the changing market? How has the nominee's contribution moved the industry forward? What is the nominee's vision for the future? Examples might include setting the agenda through new research or commitment to participation in industry forums. (500 words - 20 points)
- At least one reference from either an employer, colleague, community leader, academic or client must be included with the entry. (300 words - 10 points)



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## Category (cont.)

### 🔹 Strategist

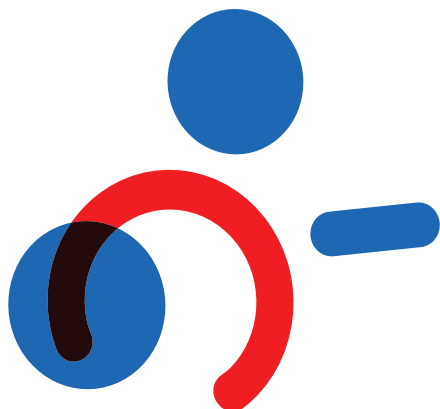
This category is open to strategists on both agency and client side. Roles including, but not limited to: chief strategy officer, chief marketing officer, head of strategy, strategy director, head of brand, director of brand strategy, head of digital strategy, head of content strategy, head of media strategy.

- A brief overview of what the nominee has achieved for the business in the judging period of January 1, 2020 to March 31, 2021, to the advertising and media profession, and the wider community. (500 words - 50 points)
- Supply 1 case study - Explain how the nominee helped the business/a client during the period in question. The jury will be looking for clear evidence of strategic thinking, ability to deliver against a brief, effectiveness of the work, and evidence of success. (500 words - 20 points)
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- At least one reference from either an employer, colleague, community leader, academic or client must be included with the entry. (300 words - 10 points)

### 🔸 Technologist

This category is open to those who are currently in senior technology roles within a marketing, media and advertising business, including, but not limited to: chief technology officer, chief information officer, chief product officer, chief technology strategist, chief platform architect, chief systems architect, chief solutions architect, chief data architect, head of technology, head of digital, head of technology solutions.

- A brief overview of what the nominee has achieved for the business in the judging period of January 1, 2020 to March 31, 2021, to the advertising and media profession, and the wider community. (500 words - 50 points)
- Supply 1 case study - Explain the nominee's contribution to a single key project for the business/a client in the judging period. Demonstrate the innovation, creative thinking, commercial results and evidence of delivering results for business/client. Evidence of exceptional leadership, outstanding management and collaboration skills as well as growth within their organisation is highly regarded. (500 words - 20 points)
- Impact and momentum: How has the nominee adapted to the changing market? How has the nominee's contribution moved the industry forward? What is the nominee's vision for the future? Examples might include the adoption of innovative techniques or tools, diversification into new business areas, setting the agenda through new research or commitment to participation in industry forums. (500 words - 20 points)
- At least one reference from either an employer, colleague, community leader, academic or client must be included with the entry. (300 words - 10 points)



#### Key dates:

Entries close - Friday 25 June 2021 | Late entries close - Friday 2nd July 2021 | Awards night - September 2021 - Sydney