



Marketing & Digital Edge Award

Entry Guideline

This award recognises businesses that use marketing and digital tools effectively to build their brand, reach the right audiences, and drive measurable business growth.

Great marketing can look different across sectors and locations. A small local business may succeed through consistent social media and word-of-mouth, while others may use advanced digital tools or campaigns. Judges are encouraged to assess effectiveness relative to business size, resources, and context.

Award Categories and Weightings

1. Strategy (25%)
2. Execution (20%)
3. Creativity (20%)
4. Customer Engagement (15%)
5. Results (20%)

Section One: Guidance for Entrants

How to prepare a strong entry

- Focus on outcomes, not just activity.
- Be clear about your target audience and goals.
- Use specific examples (campaigns, channels, content).
- Include metrics where possible (sales, leads, traffic, engagement).
- Avoid repeating the same example across multiple questions.
- Keep responses concise and relevant.

1. Strategy & Alignment (25%)

Question

How does your marketing and digital strategy support your overall business goals?

What strong responses include

- Clear marketing objectives linked to business goals
- Defined target audience(s)
- Strategic planning (not just ad hoc activity)
- Alignment between brand, messaging, and goals

Avoid

- Listing activities without explaining purpose or alignment

Judging Guide

Exemplary (5): Clear, well-defined strategy strongly aligned to business goals with compelling evidence of direction and focus. **Very Strong (4):** Strong strategy with clear alignment and good supporting examples. **Positive (3):** Some strategic thinking evident, though not fully developed. **Emerging (2):** Limited or informal strategy with weak alignment. **Limited (1):** No clear strategy demonstrated.

2. Execution & Channels (20%)

Question

What marketing channels/tools do you use, and how do you apply them effectively?

What strong responses include

- Explain different channels used (digital and/or traditional)
- Integration across platforms (where relevant)
- Examples of campaigns or content execution

Avoid

- Listing channels without explaining how they are used

Judging Guide

Exemplary (5): Highly effective use of channels with consistent, well-executed delivery and strong integration. **Very Strong (4):** Strong execution across appropriate channels with good consistency. **Positive (3):** Reasonable use of channels with some effectiveness. **Emerging (2):** Limited or inconsistent execution. **Limited (1):** Minimal or ineffective use of channels.

3. Creativity & Differentiation (20%)

Question

What makes your marketing approach distinctive or effective?

What strong responses include

- How it stands out in your industry and/or area
- Clear point of difference
- Creative or memorable campaigns
- Strong brand voice or visual identity
- Examples of originality or innovation

Avoid

- Claiming uniqueness without evidence

Judging Guide

Exemplary (5): Highly distinctive and creative marketing that clearly stands out and strengthens brand position.

Very Strong (4): Strong and recognisable differentiation with good examples. **Positive (3):** Some elements of differentiation evident. **Emerging (2):** Limited creativity or differentiation. **Limited (1):** No clear point of difference.

4. Customer Engagement & Reach (15%)

Question

How does your marketing build awareness, engagement, or connection with your customers?

What strong responses include

- Target audience identification
- Evidence of audience growth or reach
- Customer interaction or engagement
- Relevance to target audience
- Examples of building awareness or loyalty

Avoid

- General statements without evidence of engagement

Judging Guide

Exemplary (5): Strong and growing engagement with clear evidence of meaningful customer connection. **Very**

Strong (4): Good engagement and audience reach with positive trends. **Positive (3):** Some engagement with moderate impact. **Emerging (2):** Limited engagement or reach. **Limited (1):** Little or no evidence of engagement.

5. Performance & Results (20%)

Question

What measurable results have your marketing efforts achieved?

What strong responses include

- Clear metrics (sales, leads, traffic, conversions, retention, etc.)
- Evidence of growth or improvement
- Link between marketing activity and results
- Return on effort or investment

Avoid

- Claims of success without supporting data

Judging Guide

Exemplary (5): Strong, measurable results clearly linked to marketing activity, demonstrating significant impact on business performance. **Very Strong (4):** Clear positive results with good supporting evidence. **Positive (3):** Some measurable outcomes with moderate impact. **Emerging (2):** Limited measurement or unclear results. **Limited (1):** No meaningful results demonstrated.