



**MATTA AWARDS NIGHT 2019
NOMINATION FORM
MOST CREATIVE MARKETING CAMPAIGN**

NOMINATED BY / SELF NOMINATION

SECTION A

FULL NAME

GROUP / ORGANIZATION/ BUSINESS
(IF APPLICABLE)

MATTA MEMBERSHIP NO.
(IF APPLICABLE)

KPL/KPK NO:
(IF APPLICABLE)

ADDRESS

TELEPHONE

EMAIL

NOMINEE DETAILS

SECTION B

FULL NAME

GROUP / ORGANIZATION/ BUSINESS
(IF APPLICABLE)

MATTA MEMBERSHIP NO.

KPL/KPK NO:

ADDRESS

TELEPHONE

EMAIL

AWARD CRITERIA

Judging is based on:

- Promotion and marketing strategies
- Product innovation and creativity
- Value for money

QUESTION		SECTION C
Organisational Statement (150 words)	A short statement about your organisation	
Why you should win this award (150 words)	Briefly tell us why you should win this award	
Awards Statements Award statements should concisely outline how the organisation has demonstrated the criteria for this award, for each of the below areas:		
Marketing Campaign (500 words) – 50 points	Areas to cover may include: <ul style="list-style-type: none"> • Best describe about your company marketing campaign (provide example) • Target markets • Promotion and marketing strategies • What marketing medium were used? (provide example) 	
Impact and outcomes Why results were achieved? (500 words) – 50 points	Areas to cover may include: What are the impacts of the organisation marketing/economic strategy? <ul style="list-style-type: none"> • Growth in value • Growth in tourist's volume • Capital investment driving growth and/or quality and productivity improvements • Business innovations and strategies have mitigated challenges • Quantifiable superior results achieved over a sustainable period • Returns on investment exceeds original business plan goals • How is this marketing and economic strategy futureproofing the business? 	

DECLARATION

I, _____ hereby declare that I have complete authority to act on behalf of the _____ with regards to this nomination and their participation in the MATTA Awards Night 2019.

On behalf of _____, I agree to be bound by the terms and conditions of nomination for the Most Creative Marketing Campaign at the MATTA Awards Night 2019.

I declare that all information provided in this nomination form is true and correctly represented. I am aware that should any of the information provided be inaccurate or misrepresented, then this nomination will be disqualified.

_____ <i>(Authorised Signatory)</i>	_____ <i>(Official Stamp)</i>

Date: _____

Nomination forms should be completed and submitted with all supporting documents to
awards@matta.org.my
by
31 May 2019, 5.00pm