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**GROWTH INITIATIVE OF THE YEAR, PRESENTED BY PUBLICIS GROUPE**

**SUBMISSION QUESTIONNAIRE**

**The CMO Awards, powered by Mi3, celebrates Australia’s most innovative and strategic marketing leaders—those driving business transformation, achieving commercial success, and setting new standards in modern marketing leadership. This award category is about recognising the best growth initiative undertaken by CMOs and their marketing teams in Australia over the last 12 months.**

*Wordcount maximum per question response: 400 words. It is important to stick to the word limit to allow judges to fairly measure each response and submission.*

*All completed questionnaires are reviewed by members of CMO Awards’* [*judging panel,*](https://cmoawards.com.au/judges/) *who will work together to devise the final winners. Approved excerpts will form the basis of profiles of our 2025 winners, which will be revealed at our gala dinner on 7 May 2025. Please be assured questionnaires and commercially sensitive information will be kept confidential to the judging panel and not distributed or published.*

*The extended and final deadline for entries is 24 March 2025. All submissions are to be sent directly via email to CMO Awards program manager, Nadia Cameron:* [*nadia@mi-3.com.au*](mailto:nadia@mi-3.com.au)*.*

**QUALIFYING INFORMATION:**

**About you and your team**

* + Full name
  + Job title and Company
  + When you commenced your current/nominated role
  + Total tenure with your organisation
  + Your reporting line
  + Are you a member of the c-suite, executive or management team?
  + Number of staff in the marketing function and direct reports
  + Range of marketing budget per annum + as a percentage of company revenue (*rough range only required;* *this information is important to judges to understand the number and diversity of programs of nominees. This data is only used for the purposes of judging and will be kept strictly confidential)*
  + Email address

**Organisation’s market position and size**

* + Sales turnover, market share or other indicator of company’s market position and operations (*this information is important to the judges in assessing your contribution and organisation’s commercial position. This data is only used for the purposes of judging and is not disclosed publicly)*
  + Total company employees
  + Industry sector

1. **Detail a new or evolving marketing-led initiative or program designed to deliver growth for your organisation.**

Responses should include defined goals and objectives, strategic and program investments identified as required, relevant consumer, customer, market and business data and insights that have gone into informing and executing your effort to realise this growth initiative, as well as specify growth outcomes being sought.

1. **Share how you and your team have enabled new ways of working, decision making, operational process, capability building, technology or data investments in order to realise your growth initiative.**

Responses should highlight ways in which you and your team have needed to reinvigorate and evolve your marketing investments and approach to be able to better realise your growth initiative.

1. **Share any cross-functional and executive-level alignment, influence, engagement and buy-in required internally to realise your growth initiative.**

This question is designed to understand the internal work and decision making contributing to and helping your function and organisation realise your growth initiative. It’s also about ensuring your growth initiative is connected to the wider business.

1. **Outline ways in which you and your function’s growth efforts demonstrably contributed to commercial and business impact over the past 12 months, outlining key performance indicators and metrics used to gauge the success and progress of your growth initiative, plus your objectives against outcomes.**

Responses should explicitly relay key performance indicators and benchmark metrics used to gauge revenue or commercial impact, plus improvements such as market share, product growth, or customer-based growth outcomes as well as costs and risks involved. Please note commercial figures will remain confidential and only share among judges in order to be able to make a final decision on this award winner.