Marketing Game Changers Awards 2026

Instructions for applicants

- Please fill out your personal details and answer **all of the six questions below**. Each answer should provide specific examples and outcomes wherever possible.
- You may include supporting metrics, testimonials, or recognition to strengthen your case.
- If you wish to share supplementary materials (such as case studies, decks, or video links), please use the final section of this form.
- All supplementary materials must be submitted via a valid link (accessible until 30 November 2026). You may either upload your materials to a hosting service (e.g. Google Drive, Dropbox, WeTransfer) or share a permanent link.

Name:
Designation:
Company:

Years in the role:
Years in the company:
Years in the region:

1. How have you fostered team performance, capability and culture – including developing people through mentorship or sponsorship, improving employee retention, engagement and morale, implementing effective organisational policies, and driving CSR or internal initiatives – and what recognition or outcomes (such as awards, promotions, culture shifts or influence) demonstrate your leadership impact?

2. What original strategies, creative solutions, or new processes have you introduced – whether through innovative use of technology, experimentation or risk-taking – that have led to measurable business results, scalable initiatives, or transformative changes for your brand or organisation?

3. What results have your marketing initiatives and leadership delivered in terms of revenue growth, market share, profitability, client retention, satisfaction, loyalty, achievement of KPIs, efficiency, ROI, and other outcomes such as strengthened client relationships, team confidence, or enhanced market presence?

4. How have you contributed to strengthening your brand's equity, positioning and perception – through initiatives or campaigns that improved awareness, preference, consideration, trust, and long-term differentiation – and what tangible or intangible outcomes demonstrate this brand-building success?

5. What purpose-driven initiatives or ESG/CSR programmes have you led that authentically reflect your brand's purpose, benefitted communities, the environment, or social causes, and generated measurable or intangible outcomes such as engagement, awareness, goodwill, or long-term societal impact?

6. How have you contributed to advancing the marketing profession and inspiring peers – through mentorship, workshops, thought leadership, participation in trade associations, or other initiatives – and what value, whether tangible or intangible (such as influence, reputation or knowledge-sharing), have you added to the wider marketing ecosystem?

Supplementary Materials (Optional)

If you would like to include additional materials to support your submission, please provide a link (valid at least until 30 November 2026) to access your files. You may upload these to Google Drive, Dropbox, WeTransfer or another hosting platform.

Link to supplementary material: _____