

A large, stylized logo featuring a white 'X' with a purple swoosh above it, followed by the letters 'SQA' in a white, serif font. The logo is set against a dark grey background.

X SQA

A smaller version of the X SQA logo, with the 'X' and 'SQA' in blue and a purple swoosh above the 'X'. It is positioned in the bottom right corner of the page.

X SQA

SQA Apps Project and how to craft successful award entries

Steve Borley, Head of Marketing



What I'll cover

- ◆ Award entries: why bother?
- ◆ Case study: SQA Apps
- ◆ The view from the other side of the fence

We're so busy, why should we?

- ◆ Reflection
- ◆ Benchmarking
- ◆ Reward

SQA Apps



SQA Apps

- ◆ Context: CIM Excellence Awards
- ◆ Category: NFP/Public - Innovation
- ◆ Follow the template.....

SQA Apps II

- ◆ Where were you starting from and what issue or opportunity was the organisation facing?
- ◆ Where did you want to get to? What were the business goals or the project brief?
- ◆ What plans and initiatives were put in place to position the organisation for success?

SQA Apps III

- ◆ How have you evaluated the impact of this strategy on business performance? How has this project created value for customers/stakeholders and for the organisation?
- ◆ Put forward your case for winning a CIM award – why do you feel this project stands out from the crowd?

The judging experience

- ◆ Judge for four years for the Marketing Society Scotland Star Awards
- ◆ Each entry is scored against pre-published criteria
- ◆ Judging panel usually starts with aggregate scores – but actually each top 3 or 4 is most useful start point

The judging experience II

- ◆ The real nub is the discussion – looking for evidence of insight, planning, good execution and results
- ◆ Nice creative alone won't win
- ◆ Big budgets don't give an advantage
- ◆ The clearer the insight - especially a really well understood business problem – the better

To sum up



To sum up

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