



# Leading lights of marketing

## Marketer of the Year 2019 Call for entries

**Closing date for entries**  
5pm on Thursday, September 26th, 2019

For more information  
find us on Facebook

marketing.ie



### *Nomination form*

Each submission entered for Marketer of the Year™ should be accompanied by the nomination form below. See also marketing.ie for an easy to use online submission template. We are looking for a successful marketer with a proven career track record. Someone who has achieved outstanding brand success through exceptional strategic direction, innovation and creative and effective communications. They will have a track record of strong leadership, having managed, upskilled and inspired teams.

They will have developed marketing's reputation as a strategic discipline in their company or within the broader industry. Finally, please provide us with relevant details of the actions taken and tactics used to achieve any of the above. Don't forget to tell us the impact on the marketplace (like sales and awareness) and how success was measured.

Name of nominee (*You can nominate yourself*)

Company name

Position

Brand/Product/Service

Reason for nomination

Please email or post your nomination form and submission to:  
Marketer of the Year, 1 Albert Park, Sandycove, Co Dublin, A96 XD63  
E: cullen@marketing.ie T: 01 280 7735

Or apply online at Marketing.ie

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### *How to enter*

Marketer of the Year™ entries are made by sending us a nomination form, along with a brief submission, preferably no more than four but not less than two pages with all the relevant details. Please note, the judges pay heed to the standard of entries.

### *What happens then?*

All submissions are carefully considered by the Marketer of the Year™ judges. Further information on entries made may be required. The judges will select a shortlist of candidates. Those shortlisted may then be asked to attend a presentation before the judges. The finalists must be available to attend the Marketer of the Year™ award lunch in November.

### *Entry Criteria*

- Who is a successful marketer with a proven career track record.
- Who has achieved outstanding brand success through exceptional strategic direction, innovation and creative and effective communications.
- Who has a track record in driving growth for their brand and their business.
- Who has a track record of strong leadership, having managed, upskilled and inspired teams.
- Who has developed marketing's reputation as a strategic discipline, in their organisation or within the broader industry.

Finally, please provide relevant details of the actions taken and tactics used to achieve any of the above. Don't forget to tell us about the impact on the marketplace (eg. sales and awareness) and how success was measured.

## *Who is* **Ireland's Marketer of the Year 2019?**

Marketing.ie readers are invited to nominate the marketer who they believe, through vision, drive and exceptional strategic and leadership abilities, has achieved outstanding success for their brand and business. We're looking for a key player in Irish marketing.

Since 1993, the Marketer of the Year™ has saluted Ireland's top marketers, who through their passion and commitment, have created winning strategies for their brands. Now we want your nominations for Ireland's top marketer in 2019.

We are looking for that someone special who faced a marketing challenge, devised their aims and objectives, adopted a winning strategy through key insights and achieved major marketplace success.

We're looking for an exceptional marketer with vision, insight and drive for excellence, who made their business triumph above all others.

If you're an outstanding marketer – or you know someone who qualifies – we want you to enter Marketer of the Year™.

Marketer of the Year™ is organised by Marketing.ie magazine in association with the competition's sponsor, Alternatives. Marketer of the Year™ is registered in the Register of Trade Marks in the name of Marketing.ie under the Trade Marks Act 1996. Any use of Marketer of the Year™ in the ROI is strictly the preserve of Marketing.ie.

# Meet Your Judges



**Barry Dooley**  
*Chief Executive*  
Association of  
Advertisers in Ireland  
(AAI)



**Niall O'Grady**  
*Managing Director*  
123.ie



**Alan Fox**  
*General Manager*  
Free Now Ireland



**Adam Bacon**  
*Head of Marketing*  
VHI Healthcare



**Orlaith Blaney**  
*Chief Communications &  
Marketing Officer*  
Ervia



**Louise Bannon**  
*Head of Marketing*  
Dublin Airport



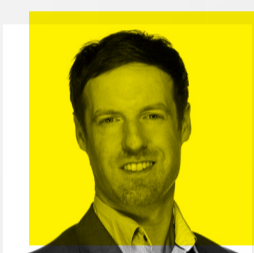
**Jamie Helly**  
*Managing Director*  
Dynamo



**Lisa Browne**  
*Head of Marketing*  
Electric Ireland



**Paul Dervan**  
*Head of Marketing Effectiveness*  
Alternatives



**Steven Roberts**  
*Head of Marketing*  
Griffith College



**Suzanne Weldon**  
*Marketing &  
Communications Director*  
BWG Foods

# Previous Winners

**2018** **Fiona Dawson**  
Mars Foods  
*Ultimate Marketer  
of the Year Winner*

**2017** **Brian Higgins**  
Picta House

**2016** **Adam Bacon**  
VHI

**2015** **Tom Keogh**  
Keoghs

**2014** **Ray Kelly**  
Supervalu

**2013** **Peter McKenna**  
GAA/Croke Park

**2012** **Kevin Donnelly**  
Britvic Ireland

**2011** **Loretta Dignam**  
Jacob Fruitfield

**2010** **John Concannon**  
Fáilte Ireland

**2009** **John Noonan**  
Flahavans

**2008** **Ruth Guy**  
Barnardos

**2007** **Niall O'Grady**  
Permanent TSB

**2006** **Maurice Breen**  
Magners Irish Cider

**2005** **Greg McAweeney**  
Rabodirect

**2004** **William Doyle**  
Newbridge Silverware

**2003** **Mary Davis  
& Suzanne Weldon**  
Special Olympics

**2002** **Brian Goold**  
Slendertone

**2001** **John Keogh**  
Bulmers Irish Cider

**2000** **Pat Rigney  
& David Phelan**  
Boru Vodka

**1999** **John Foley**  
Waterford Crystal  
(John Rocha Range)

**1998** **Denis O'Riordan**  
Golden Vale (Cheestrings)

**1997** **Simon Pratt  
& Amanda Pratt**  
Avoca Handweavers

**1996** **Raymond Coyle**  
Largo Foods

**1995** **Frank Cruess-Callaghan**  
Waterford Stanley

**1994** **Michael O'Rourke**  
Green Isle Foods  
(Goodfella's Pizzas)

**1993** **Liam Marnane**  
Cadbury Ireland  
(Time Out Bar)