GRAMERCY INSTITUTE STRATEGY AWARDS

Honoring Strategic Excellence in Financial Marketing

For the convenience of our entrants, this is a PDF replica of our online entry form. Please note that your actual responses must be entered and submitted via the online version of this form in order to enter.
Thank you

Entry Form: 19th Gramercy Institute Financial Marketing Strategy Awards-2022

ABOUT THE AWARDS

Welcome to entry form page to the 19th Annual Gramercy Institute Financial Marketing Strategy Awards, honoring excellence in financial marketing strategy. It's simple to enter!

This award recognizes STRATEGIC EXCELLENCE in financial marketing. Eighteen years ago, the Gramercy Institute established this award based on the premise that marketing STRATEGY is the most critical element of a successful marketing endeavor—especially in the financial services sector.

Entry Form: 19th Gramercy Institute Financial Marketing Strategy Awards-2022

ABOUT THE ENTRANT

* 1. Primary contact for future communications regarding this entry:

Name:	
Title:	
Company:	
Address:	
Email Address(s):	
Phone 1:	
Phone 2:	

* 2. For what financial brand has this marketing strategy been conceived?

* 3. Please tell us the title of this entry/strategy

* 4. Is your entry (strategy) an example of (please pick one):

☐ A financial firm marketing Its own services

☐ An ad agency or marketing consultancy servicing a financial firm

☐ A media company providing (media) services to a financial firm

☐ A marketing services provider to a financial firm

☐ A corporation marketing its financial performance to key audiences (corporate)

☐ Other (please specify)

[   ]

5. Please list all names, titles & companies that are to be credited in association with this entry:

[   ]

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ABOUT THE ENTRY

* 6. How would you describe your entry (please select all that apply):

☐ Business-to-Business Marketing Strategy

☐ Business-to-Intermediary Marketing Strategy

☐ Business-to-Consumer Marketing Strategy

Other (please specify)

[   ]

* 7. What is the geographic scope of your entry:

◯ Global

◯ International

◯ Domestic (Single Country)

* 8. How would you best describe the audience(s) targeted by this strategy (choose as many as may apply)

☐ Business Audience-Targeted

☐ Consumer-Targeted

☐ Individual Investor-Targeted

☐ Institutional Investor-Targeted

☐ Intermediary-Targeted (i.e.: financial advisors or insurance brokers)

☐ Special Influencer-Targeted

Other (please specify)

[   ]

* 9. Which category best describes the financial product or service of your entry (please choose one. If you feel your entry should be considered in more than one category, please explain in the box below):

☐ Accounting

☐ Asset Management

☐ Bank-Commercial Lending

☐ Bank-Merchant Services

☐ Bank-Retail Services

☐ Brokerage

☐ Commodities Exchange

☐ Consumer Lending (Mortgage, Home Equity, Auto)

☐ Corporate (Firms marketing to Financial Audiences)

☐ Credit Card & Payment Systems

☐ Currency Exchange

☐ Investment Banking

☐ Insurance (Life & Annuities)

☐ Insurance (Property & Casualty)

☐ Miscellaneous Financial Products & Services (B-to-B)

☐ Miscellaneous Financial Products & Services (Consumer)

☐ Retirement Services

☐ Wealth Management

☐ Securities Exchange

☐ Other (please specify)

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* 10. What types of marketing (listed below) are most prominently called for by your marketing strategy (choose all that apply):

☐ Branding

☐ Collateral

☐ Content Marketing

☐ Direct Mail

☐ Event Marketing

☐ Internal Marketing

☐ Metrics & Optimization

☐ Mobile/ Tablet/App Marketing

☐ Out of Home

☐ Podcasts

☐ Programmatic

☐ Public/Media Relations

☐ Search Marketing

☐ Social Media

☐ Social Media (Paid)

☐ Traditional Advertising (TV, Print, Radio)

☐ Video

☐ Web Advertising

☐ Webinars

☐ Web Site

☐ Viral Marketing

Other (please specify)

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ENTRY FORM

11. SITUATION (50 words or less): Please describe the benchmark situation of the financial marketer prior to engaging this marketing strategy.

12. OBJECTIVE (50 words or less): Please state the end objective of your marketing strategy.

13. STRATEGY (100 words or less): Please state the marketing strategy you chose to achieve this end objective. (20 points)

14. EXECUTION (200 words or less): Please describe the tactics employed to support this strategy. (25 points)

15. INNOVATION (75 words or less): What was specifically fresh or innovative about this strategy or execution? (15 points)

16. METRICS EMPLOYED (150 words): Please describe the system of measurement employed (or to be employed) to monitor success of marketing efforts. (15 points)

17. RESULTS (150 words or less): What end results were achieved with respect to original objective? If not all results are known at this point, please describe what results are known. (15 points)

18. OPTIMIZATION/LEARNING (200 words or less): Please explain what was learned along the way, and how such knowledge was used to optimize or adjust future thinking and/or action. If too early to describe, please describe what optimization mechanisms are called for/set-up and how results are planned to be optimized. (10 points)

Click on the "CONTINUE" button to enter your strategy into The Gramercy Institute Financial Marketing Strategy Awards. PLEASE NOTE your entry will not be submitted until you complete the payment portion of the form. You will be taken to the payment site after you click on the "CONTINUE" button.

All submissions become property of The Gramercy Institute.