

**FEDMA & Holmen Paper Direct Marketer of the Year Award 2009**  
**FEDMA & Holmen Paper Direct Marketer apprentice of the Year Award 2009**

**Overall objective:**

The FEDMA **Holmen Paper** Direct Marketer of the Year Award has been created by FEDMA to provide the direct and interactive marketing industry in Europe with a means of recognising the achievements of an individual who has made an exceptional contribution to the direct and interactive marketing industry.

The nominee must be an individual whose contributions stand out or who has materially contributed to the growth and success of an area of direct and interactive marketing, preferably within the area of **pan-European** Direct and interactive Marketing.

**The nominee must have at least 3 years experience or more within direct and or interactive marketing.**

**FEDMA Holmen Paper Direct Marketer Apprentice Award 2009**

The nominee must be a student or an entry level executive, who has shown exceptional excellence in creativity, marketing strategy, one-one dialogue marketing techniques and, who has set the example for others to follow.

The same rules apply in terms of background and nomination of the candidate.

**The nominee cannot have more than three years experience within direct and or interactive marketing**

***General procedures:***

- None of the judges will know the identity of the nominee in the initial round. Once the form is submitted it will go to an email controlled by a person not involved with the jury. This person will forward the form to the judges without disclosing the details of the nominee
- The nominee will receive a notification that he or she has been nominated for an award. This notification will be sent by the person who controls the entries.
- There will be two shortlists:
  - First shortlists will consist of the best 20 nominees from each category. Once these shortlists are defined, the identity of the nominees will be disclosed. The reason for this is that these names will be promoted in a PR campaign done by FEDMA.
  - Second shortlist will consist of the 3 best nominees from each category.
- Once the shortlists are ready only those on the shortlists will be notified and promoted in all marketing channels related with the award. The remaining three nominees within each category will be notified and invited for the award ceremony in Madrid, 7<sup>th</sup> May 2009.

**FEDMA & Holmen Paper Direct Marketer of the Year Award 2009**

**Judging criteria:**

The year the judging will be based upon is 2008. All nominees will therefore have the same chance of winning. The idea is for the candidates to have made an exceptional contribution to the direct and interactive marketing industry in the year chosen. Thus someone with 5 years experience is on the same footing as someone with 25 years experience.

**The nominee will be judged primarily on the following elements:**

Business Situation/Opportunity (5 points)  
Strategy & Approach (25 points)  
Objectives & Measures (10 points)  
Tactics (25 points)  
Results (35 points)

The nominees with the highest totals will go through to the next rounds.

**The elements are linked to the nomination form in the following way:**

***Business Situation/Opportunity (5 points)***

- Please tell us about his or her direct marketing career (background information max 500 words)
- Please name one single reason why the nominee should win the award

Please name and describe activities and countries, demographics and internal and external constraints – challenges.

Judges will evaluate primarily the internal and external factors that the nominee addressed in order to reach the desired success. Judges will also take into consideration the background of the candidate and look at how this background contributed to the other elements. Weight should be also given based on how mature the market (s) are, in which the nominee operates.

***Strategy & Approach (25 points)***

- What was the nominee's impact on the Industry development?
- What was the overall plan, strategy behind the nominee in order to reach his or hers desired goals?

Judges will evaluate the importance of the contribution the nominee has had on the development of the industry during 2008. Judges will prioritise well planned and executed (pan-European) projects, ideas or other activities during 2008. It is also important to look at the nominee's background in combination with the end result (s).

***Objectives & Measures (10 points)***

- What objectives were established to solve the problem or address the situation (market development, inventions)?
- Who measured and controlled the nominees' work, and how was it done?
- How were the objectives and measures developed (team based, individually, other)

Judges will assess points based on the soundness, clarity, and measurability of the candidates' objectives.

***Tactics:***

- How did the nominee utilise the available channels (direct and interactive marketing channels, existing networks etc) to reach his or her plans?
- How were the nominees' achievements communicated within the existing channels?

**Results (35 points)**

- What was the nominee's impact on Industry development?
- Are there other accomplishments that we should take into consideration?

The jury will look closely at how the nominee influenced the future of direct and interactive marketing and the result (s) achieved. Even though no tangible results were achieved during 2008, the jury can choose to evaluate the impact (and potential results) of the nominees' work for the future of direct and interactive marketing, and judge respectively. If the nominee launched an idea or a project that has become a reason to be awarded, the jury should look at other historic facts (background, other previous projects and ideas etc).

However, the main objective in this element is what impact the nominee had on the Industry development in 2008.

Notably, because direct and interactive marketing is all about results, a thorough description of the results is especially important to the overall score.

**FEDMA Holmen Paper Direct Marketer Apprentice award**

Judging criteria:

Primarily the same as the criteria for the other award. However, judges must take into consideration two other elements:

- The progress of the candidate since the nominee started working with direct marketing Judges should look at the background experience (if any) of the nominee and award more points to the nominee who has shown an exceptional development from his or her educational start to his or her professional life.
- Often an apprentice will not be given the leadership of a project etc. Therefore it is crucial that the judges look at how the apprentice contributed to an idea, a project and other activities during 2008.

If a nominee has re-educated him or herself, they must be judged only on the experience within direct and interactive marketing – not by other accomplishments from past experiences.

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