

# Accounting Excellence Awards

## Individual Excellence Award

### Accounting Brand of the year

#### OVERVIEW

Although not the traditional domain of accounting businesses, firms and networks are increasingly recognising the bottom-line benefits of having an effective and strategic marketing programme. This award recognises the business in the accounting industry in the region that best utilised marketing to win new clients and drive business growth over the last 12 months. Based on marketing activities and strategies, the award considers how the business has used marketing to sign new clients and drive increased revenue.

#### ELIGIBILITY

This award is open to all accounting firms operating in the Isle of Man and having a new marketing initiative launched within the last 12 months - any campaign via any media will be considered.

#### QUALITATIVE CRITERIA

- Outline your approach to marketing in last 12 months, involving the conceptualisation, development and execution of a marketing plan that meets its goals.
- How did you structure a marketing mix that leverages multiple marketing channels (e.g. advertising, public relations, websites, apps) and connects with your target client base?

#### METRICS

| Metrics Criteria   | Current Year | Previous Year |
|--|--------------|---------------|
| <ul style="list-style-type: none"><li>• Measurable positive results from the campaign</li><li>• Explanation of how campaign embodies originality and 'thinking outside of the box'</li><li>• Ongoing progress, monitoring and ..</li></ul> |              |               |

#### JUDGING CRITERIA

The awards in this section will be judged against four key criteria

- **Strategic Planning:** Provide evidence of a clear strategic plan.
- **Profitability and Growth:** Evidence and demonstration of growth and profitability.
- **Professionalism:** Demonstrate professional conduct, integrity and performance.
- **People and Community:** Evidence of the value and investment of people and the way in which staff members are motivated by this.

The judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- **Organisation background:** Please provide a brief description of the Practice, including when it was established, services provided, number of employees and an indication of turnover since inception.
- **Business growth:** Please outline significant and specific activities that have..

**MANX**  
ACCOUNTANCY AWARDS

Our Sponsors :