

Award Assessment Criteria and Guidelines

Business Excellence Awards 2027

General guidelines for award assessment

- 1 All submissions must reflect achievements, initiatives, and measurable outcomes during the period from 1st October 2025 to 30th September 2026 only.
- 2 The list of supporting documents mentioned under each award category is indicative only. Nominees are encouraged to submit any other relevant documents that they believe strengthen their case and support evaluation.
- 3 For quantitative criteria, submissions must include numbers backed by high-quality evidence, which is verifiable through supporting documents
- 4 For qualitative criteria, write-ups/case studies/other relevant documents should clearly articulate impact, innovation, and intent, and be backed by high-quality evidence

1. Excellence in Integrated Marketing

Guideline

- Demonstrates a well-integrated marketing ecosystem across channels.
- Shows consistency in brand communication and positioning.
- Highlights innovation in campaign execution and customer engagement.
- Demonstrates alignment between marketing and business strategy.
- Provides measurable impact on brand visibility and business performance.

Key Information

- Evidence of key campaigns, channel integration and measurable business outcomes.
- The best impactful campaign should demonstrate a strategic and integrated approach across multiple platforms which can be used to extract and submit campaign performance data for online campaigns are Meta Business Suite, Instagram insights, Google Analytics, YouTube Studio, Adobe Analytics, TikTok Ads Manager and other e-commerce dashboards such as Shopify, Magento etc.

Eligibility Criteria

- Not specific.