

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

2. Excellence in Digital Brand Marketing

Guideline

- Demonstrates strong digital presence and platform strategy.
- Shows effective use of content and storytelling.
- Demonstrates innovation in digital marketing and business relevance.
- Highlights audience engagement and community building.

Key Information

- Evidence of digital campaigns, content strategy and measurable outcomes.
- A suggested list of analytics platforms which can be used to extract and submit campaign performance data (e.g. analytics reports/screenshots) 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.