

**2011 FCS FINANCIAL MARKETER OF THE YEAR AWARD
OFFICIAL NOMINATION FORM**



Nominee _____
ORGANIZATION, NAME, TITLE

The **FCS Financial Marketer of the Year Award** recognizes innovation, creativity and impact in the financial services marketplace, and rewards the marketing leader responsible. The 2011 Award will celebrate a strong marketer who, under challenging market conditions has provided an inspiring example of how marketing and communications can advance a firm's business objectives and elevate the standard for exceptional work in the marketplace. *In recognition of the extraordinary challenges the past year has presented for financial marketers, the 2011 Award will place its emphasis particularly on Big Ideas and Big Results, not necessarily Big Budgets.*

The FCS Financial Marketer of the Year Award will be presented on January 26, 2012, at the New York Yacht Club in midtown Manhattan, at a gala luncheon.

EVALUATION CRITERIA

All nominations will be evaluated by a panel of independent, distinguished financial services marketing experts. The FCS Financial Marketer of the Year will be chosen by this panel based upon demonstrated excellence in the following areas, in order of importance:

1. Innovative thinking and creativity
2. Success against stated objectives
3. Measurable business results
4. Success of overall marketing integration

NOMINATION PROCESS AND REQUIREMENTS

1. ANY marketer from an eligible financial services entity may be nominated regardless of FCS affiliation.
2. Eligible financial services entities include: banks, credit card companies, securities firms, financial advisors, discount brokers, exchanges, financial information companies, mutual funds, ETF's or other investment instruments, asset management companies, accounting firms, insurance products and services (excluding health insurance).
3. Individuals can nominate themselves and multiple individuals can be nominated from (distinct business units) within one organization.
4. Nominations must be based upon work executed during calendar year 2011.
5. A completed nomination package, including the Official Nomination Form and any supplementary material, must be submitted electronically by November 15th, 2011. Nomination packages received after that date may not be considered.
6. Supplementary material in support of the nomination is encouraged, including examples of literature, advertisements, collateral, and screen shots from Web sites. All material should be clearly labeled with the nominee's name.
7. The nomination package must be **no more than 12 pages in length** including the nomination form, the required information as described on the nomination form and all supplementary material.
8. All nominations will be acknowledged upon receipt.

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9. Incomplete nomination packages or nominations not meeting the above requirements will be disqualified.

Nomination packages, with a completed nomination form and supporting material, should be submitted electronically to fmy@fcsinteractive.com and must be received **no later than November 15, 2011**.

NOMINEE DETAILS

Nominee: _____

Company: _____

Address: _____

Email Address: _____

Telephone: _____

Primary Contact or Representative (if other than nominee): _____

Nominating Person: _____

Company: _____

Email Address: _____

Telephone: _____

REQUIRED INFORMATION

On the following three pages, please describe the nominated marketer’s work. Recognized work must have a significant and visible external component, but may include internal elements as well.

Be sure to include a complete description of results to date including impact on the organization, market, and/or customers. Results should include a description of quantifiable business value delivered to the organization such as increased leads, traffic, prospects etc. or additional revenues, reduced costs or other financial goals. Data should be available in the public domain for verification.

Descriptions should directly address each of the following areas. **Please limit your description in each section to 500 words.**

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SECTION 1: MARKETING OBJECTIVES AND STRATEGY (500 word maximum)

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SECTION 2: EXECUTION (500 word maximum)

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SECTION 3: BUSINESS RESULTS (500 word maximum)

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I certify that the information provided on this nomination form is accurate and complete and I agree to provide any additional documentation deemed necessary for review by the panel of judges. I understand that the information provided may be used in preparing various public communications, including press releases and Web postings.

Signed: _____

Printed Name & Title: _____

Date: _____