



# MII AIM Awards 2026

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# Welcome to the MII All Ireland Marketing Awards 2026



Marketing Institute Ireland is the national representative body for professional marketers, charged with promoting the discipline of marketing, raising the standards of practice and driving recognition of the substantial contribution that marketing makes to careers, companies and our economy. The MII AIM Awards are the gold standard for professional marketing achievement, recognising and rewarding excellence in business management through the discipline of marketing.

Winning an MII AIM Award is the unique proof of your marketing excellence, professionalism, business contribution and of course hard work. It is proven to boost team morale, increase motivation and attract new talent by showcasing the high standards of your marketing practice. Importantly, it is your chance to demonstrate to your key stakeholders that you and your team are at the top of your profession.

After four years as Chair of the Jury, we say goodbye to Colin Gordon as we welcome Aedamar Howlett to the Chair. On behalf of the Board of MII and the Executive team, I would like to thank Colin for his professionalism and expertise. His contribution has been vital to the continuing success of the Awards.

The Awards are open to all members, across all categories, including B2C and B2B, as well as domestic and international players, regardless of company size. There are 24 categories to choose from and each entry is rigorously reviewed to demonstrate the impact of marketing on your business challenges and opportunities.

The MII National Marketing Competency Framework defines the critical skills, knowledge and abilities that must be mastered by marketing professionals in Ireland. As you will note, each Award is aligned to specific competencies in the framework to ensure we recognise and reward marketing excellence and its direct contribution to business impact.

I encourage you to enter the MII AIM Awards 2026. It is challenging and it does take time, but this document will help you to craft your entry and is designed to support your quest for success.

I wish you the very best of luck.

Kind regards,  
**Shane Mc Gonigle**  
CEO Marketing Institute Ireland







**Aedamar Howlett**  
Chair of MII AIM Awards 2026

# Meet the Chair of the Jury 2026

We are delighted to welcome Aedamar Howlett as the Chair of the Jury for the MII AIM Awards 2026. Aedamar is a distinguished global business leader with an exceptional record at executive level, recognised for her strategic acumen and expertise, spanning marketing, commercial and general management leadership roles.

It is these traits that make Aedamar the ideal choice for this critically important role. The MII AIM Awards search for the absolute best business case studies that demonstrate the power of professional marketing to build business success. Aedamar is the perfect fit as she is known for delivering accelerated business growth in challenging, dynamic and increasingly regulated environments. And with extensive experience in the FMCG sector in Ireland and internationally, she brings a reputation for inspiring stakeholders, simplifying complexity, and recognising bravery in the face of adversity. These are skills that will continue the expert lens that the Chair brings to the judging process.

One of the unique and defining features of the MII AIM Awards is the reassurance that one single Chair of the Jury presides over every presentation, guaranteeing the consistent standards of judging across every category. Importantly, we recognise that the in-person judging process can be a demanding challenge for the presenters. Aedamar's leadership style is defined by a passion for empowering people, and we know that her inclusiveness will create an open and safe space for entrants to put their best foot forward in the jury room.

Please join us in welcoming Aedamar Howlett as Chair of the MII AIM Awards 2026.



# Judging Criteria

The MII AIM Awards 2026 will recognise and celebrate the highest standards of marketing excellence across 24 categories this year. These awards honour the work of marketing professionals and organisations that demonstrate how marketing drives business success and delivers measurable impact.

Our application and judging processes are independent, robust and confidential. Entries are submitted through our secure online portal and assessed in person by experienced business and marketing leaders. Every submission is carefully evaluated and scored by one or more independent judges against clear criteria and their decisions are final.

## Grounding the Awards in Professional Marketing Standards

The MII National Marketing Competency Framework defines the skills, knowledge, and behaviours required of today's marketing professionals. It identifies ten competencies, including three core competencies that every marketer must master

Each MII AIM Award category is mapped to relevant competencies within the National Marketing Competency Framework, ensuring that recognition reflects genuine capability, strategic discipline, and sustained impact. Each submission must clearly evidence the three core competencies and any related competencies by showing how marketing thinking informed strategy, execution, and measurable results. Aligning your entry with the framework demonstrates not only the effectiveness of a specific campaign or initiative, but also the professional standards, strategic thinking, and commercial impact that defines marketing excellence in Ireland, helping the judging panel see why your work represents best practice in the profession.

**Each entry must answer four questions through the online form at [www.mii.ie/aimawards2026](http://www.mii.ie/aimawards2026)**



## The three core competencies against which all MII AIM Awards entries will be assessed:

### Insights & Planning

Demonstrate how insights, research, or data shaped your approach. Explain how analysis of customer, market, or business intelligence informed decision-making.

### Brand Strategy

Show how your activity was guided by a clearly defined brand purpose and positioning. Outline how brand principles informed creative, strategic, and commercial decisions.

### Business Performance

Present measurable outcomes that prove marketing's contribution to growth, profitability, or other key business results.

# Judging Scoring Sheets

In the interests of transparency, we are providing you with the score sheet used to evaluate entries by the judges. You can see that under each of the four entry questions, the judges are assessing two aspects.

For example, the **Business Background** question requires you to identify the business challenge or opportunity. The scale of the challenge, relative to the size of your organisation allows judges to distinguish between entries, where the more significant the challenge the higher the potential score. Equally, the judges will distinguish between how much work went into identifying the challenge or opportunity. The more work it took to identify the challenge the higher the entry will score. For example, you might have a challenge where a large competitor enters your market. The scale of this challenge would be considered high. You may have been strategically reviewing comparable or adjacent local or international markets to scan the horizon for competitive threats, leading to early warning signs of competitor entry. This would score well.

## MARKETING INSTITUTE IRELAND AIM AWARDS 2026 SCORING SHEET

Scale	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0
<b>Q1: Business Background</b>										
Scale of challenge										
Identification										
<b>Q2: Marketing Programme</b>										
Customisation										
Category Excellence										
<b>Q3: Programme Results</b>										
Resolution Challenge										
Scale of Success										
<b>Q4: Summary Insights</b>										
Insight Identification										
Future Application										

# Dates to Remember

**Tuesday 18 November 2025**

MII AIM Awards 2026  
Launch Event –  
In Person Event



**Friday 21 November 2025**

Entries Open



**Tuesday 2 December 2025**

Webinar: Optimising Your Entry



**Thursday 16 January 2026**

Optimising Your Entry



**Thursday 5 February 2026**

Entries Close



**Thursday 6 March 2026**

Shortlist Announced



**April 15 - April 30 2026**

In-person Presentations  
Sandymount Hotel, Dublin



**Thursday 21 May 2026**

MII AIM Awards Ceremony 2026  
– Clayton Hotel, Burlington Road,  
Dublin



# Award Categories

## How to select the categories to enter

Selecting the right categories to enter for the MII AIM Awards 2026 is crucial for showcasing your professional marketing strengths and achievements. Start by thoroughly reviewing the award categories and criteria to understand where your brand's efforts align best.

Consider your most successful campaigns, innovations, and initiatives, and match them to the categories that will best highlight these accomplishments. It's important to think about which categories will provide the most significant recognition and visibility for your brand. By carefully selecting the categories that best represent your brand's excellence, you can maximise your chances of success and ensure your hard work is recognised.

This year, the National Marketing Competency Framework has helped us to map the award categories to the competencies in an effort to highlight all of your marketing investments, not just the higher profile programmes.

MIl want to promote and recognise excellence across the full range of marketing competencies. While we can all understand that there is a bias towards the higher profile categories such as Brand, Advertising and Integrated Marketing, we encourage you to review all of your marketing activity against the National Marketing Competency Framework and the different categories that are open to you.

This year we are encouraging entries into the following categories which we feel are under-represented relative to the activity we know is taking place: -

- New Product Development Award
- Insights & Market Research Award
- Emerging Talent Award
- Strategic Pricing Award
- Customer Experience Award
- International Marketing Award
- B2B Marketing Award
- Marketing Innovation Award
- eCommerce Marketing Award
- Gradam Margaíochta le Gaeilge

## Three NEW Categories in 2026

Check out the three new categories being introduced this year:

1. Long Term Brand Impact Award
2. Digital Customer Journey Award
3. Cultural or Societal Sponsorship Award



# Grand Prix

## CORE COMPETENCIES:

All Competencies with an emphasis on:

- Brand Strategy
- Business Performance
- Insights & Planning

The category is not open for direct applications. All winners from eligible categories will be automatically considered for this award, with the judges selecting the overall winner based on their exceptional achievements.

## Celebrating Excellence in Marketing: Grand Prix Award

The Grand Prix Award, recognises the marketing program that made the most significant impact on business. This prestigious accolade celebrates outstanding achievement across all categories and represents the pinnacle of professional marketing excellence in Ireland.

The MII AIM Awards 2025 Grand Prix Award was presented to Rory McDonnell of Glanbia Performance Nutrition and David Cullen of Opinions for their Insights & Research Award winning entry. Shane McGonigle, CEO of the Marketing Institute Ireland, expressed his thoughts on the achievement, saying:

"Rory and David are truly deserving of this award for their market research programme that delivered groundbreaking insights with clear application to the Glanbia Performance Nutrition business across the globe. Their work paved the way for a business building framework that not only sped up the innovation lifecycle but also empowered the business and their global colleagues to work faster, smarter and more consistently. At its heart, this programme recognised the fundamental position of the consumer as being at the heart of the brand and the business, leveraging primary research to deliver value-adding insight. This Glanbia Performance Nutrition programme is a prime example of the power of marketing to transform not just the business but also the culture of how we work to achieve our goals collectively."

Media Partner



## 2025 WINNER



**Rory McDonnell & David Cullen**  
Glanbia Performance Nutrition & Opinions

# Emerging Talent

## CORE COMPETENCIES:

### All Competencies

## QUALIFICATION CRITERIA –

Applicants must have no more than 5 years of business experience (within 5 years of leaving school or completing an undergraduate degree). Please note that graduates on graduate programmes are eligible to enter.

This award recognises a rising star in the marketing industry who has demonstrated exceptional potential and impact early in their career in marketing. To be considered, you will need to be nominated by your company and the nomination should show the impact that the individual has had on the business.

The Emerging Talent should be “one to watch” with star quality, an individual who demonstrates initiative, creativity, imagination, adaptability and has a genuine passion for marketing. They should be driven to succeed and have clear goals and ambitions.

The submission should talk about the individual's talents, personality, application of marketing principles and their positive impact on the team and the business.

The judging panel will look for a clear demonstration of how this marketer has made an impact and clearly demonstrated marketing best practice.

This award will go to a marketer who has shown outstanding potential and impact early in their career.

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**Accenture Song**

**2025 WINNER**



**Liam El Sibai**  
Diageo

# Gradam Margaíochta le Gaeilge

## CORE COMPETENCIES:

- **Business Performance**
- **Insights & Planning**
- **Brand Strategy**
- **Creativity & Communications**

Differentiation is key in marketing, and using the Irish language in the marketing mix can be a powerful way of standing out from the crowd. Many Irish businesses seek ways to emphasise their origin and brand values to build stronger connections with the audience. The judges are looking for examples of companies which have harnessed the marketing potential of the Irish language and bilingualism and used this to support branding and positioning in the marketplace. Entrants may be using Irish to attract new customers, increase customer loyalty, harness goodwill, gain a marketing edge over competitors, or enhance their public relations efforts.

Entrants should note that while the use of Irish should be a significant element, the campaign doesn't need to be entirely in Irish. Instead, it should demonstrate how the inclusion of the language complements and supports other marketing activities.

Tugann an gradam seo aitheantas d'fheachtais mhargaíochta a bhaineann úsáid éifeachtach as an nGaeilge mar chuid dá straitéis iomlán mhargaíochta. Is gné ríthábhachtach é an t-idirdhealú sa mhargaíocht, agus is féidir seasamh amach i lár an aonaigh trí Ghaeilge a shnaidhmeadh isteach sa chumasc margaíochta. Is mian le go leor gnóthaí Éireannacha béim a chur ar a ndúchas agus ar luachanna a mbranda, agus an Ghaeilge á úsáid acu le naisc níos láidre a thógáil lena lucht féachana. Is é atá á lorg ag na moltóirí ná dea-shamplaí de chomhlachtaí atá tar éis leas a bhaint as poitéinseal na Gaeilge nó

an dátheangachais lena n-áit sa mhargadh a fheabhsú agus le cur lena mbranda. D'fhéadfaí seo a dhéanamh trí Ghaeilge a úsáid chun custaiméirí nua a mhealladh, dílseacht a mhéadú, dea-mhéin a chruthú, lámh in uachtar sa mhargadh a fháil, nó chun tógáil ar chaidreamh poiblí.

Ba cheart go mbeadh iarrthóirí ar an eolas nach gá don fheachtas ar fad a bheith trí mheán na Gaeilge, ach gur cheart go mbeadh úsáid na Gaeilge ina cuid lárnach de. Ba cheart go léireodh sé an tslí a dtacaíonn agus a dtagann an teanga le gníomhaíochtaí margaíochta eile.

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**RTÉ** **RAIDÍO**  
NA GAELTACHTA

**2025 WINNER**



**Nathan Kilgore**  
JustEat Takeaway

# Public Relations Campaign

## CORE COMPETENCIES:

- Business Performance
- Insights & Planning
- Brand Strategy
- Marketing Strategy

Public Relations (PR) is a powerful marketing discipline which aims to connect a business and its key audiences, normally through earned or free media. PR can deliver benefits by building awareness and conveying brand values in both the short and long term. It is seen as providing greater credibility than paid advertising, due to media objectivity, and is therefore a valuable marketing technique.

The judges will look for clarity of goals, tight definition of target audiences, coherent themes, creativity in execution, and meaningful measurement.

The award will go to entrants who can demonstrate how they have effectively deployed PR to support marketing strategies.

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JCDecaux

## 2025 WINNER



**Claire Redmond**  
Fáilte Ireland



# Digital Marketing Campaign

## CORE COMPETENCIES:

- Business Performance
- Insights & Planning
- Brand Strategy
- Digital Optimisation
- Marketing Strategy

The on-going development of technology, especially in the area of digital marketing, has greatly enhanced the opportunity for businesses to reach and engage their audiences, often in a two-way dialogue. There are increased opportunities to understand the impact of our marketing investment, affording insights for greater audience engagement, the optimisation of budgets and improved outcomes for the business.

This award will go to the entrants who have demonstrated how they have devised and executed a specific digital marketing campaign (B2C and or B2B), leveraged technology to create real engagement with carefully targeted audiences, and delivered clearly defined results.

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**dentsu**

**2025 WINNER**



**Aileen Anivole**  
Diageo

# Small Business Marketing

## CORE COMPETENCIES:

- All Competencies

The SME sector is a large and vital element in the economy of our island. Smaller companies must be particularly clever in marketing themselves and their offerings in order to compete against larger and more powerful competitors, both domestically and internationally.

Of particular interest will be the clever leveraging of limited resources and budgets, and the demonstration of creativity and flair in creating their success. For example, entrants may highlight their competence in areas such as competitive positioning and value proposition development, target audience profiling and insights, the use of technology to deliver business growth, new product development and so forth.

This award will go to a small business that has strategically addressed their competitive challenges, deployed effective marketing strategies to tackle them, and consequently achieved breakthroughs and profitable growth.

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## 2025 WINNER



**Liz Yeates**  
Marie Keating Foundation

# Corporate Social Responsibility

## CORE COMPETENCIES:

- Business Performance
- Insights & Planning
- Brand Strategy
- Responsible Marketing

**Note - Entries may reference sustainability initiatives in this category, but please note that there is a dedicated Sustainability Award.**

Businesses today are more conscious of the need for exemplary corporate citizenship, driven not just by stakeholder expectations, but also by the business impact of an enhanced corporate reputation and consequent brand loyalty. Marketing is the key to success in CSR, as this is the function with the deepest expertise in meaningful communication and engagement.

This award will go to the business that is leading the field in CSR. Entrants should be able to point to customer and employee engagement, the linking of the CSR initiative with the brand identity, and the results and benefits obtained.

## 2025 WINNER



**Clare Percy**  
Dublin Port

# Integrated Marketing

## CORE COMPETENCIES:

- All Competencies

Integrated marketing ensures that your strategy is faithfully and consistently applied in-market, and it focuses on more than just your messaging across communication channels.

While communications are of course important, the judges will also look at other components of the marketing mix and how they have been developed to successfully deliver your strategic consistency. The increased scope and complexity of today's marketing environment makes the mastery of this discipline all the more vital.

This award is aimed at businesses that have deployed comprehensive and holistic approaches, whereby multiple marketing tools and channels are leveraged strategically and in unison to deliver exceptional business growth.

This award will go to a business that can demonstrate how their marketing strategy is **embedded across every brand activity within the business** – not merely through visual consistency, but through a cohesive approach in all they do.

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2025 WINNER



**Rachael Crawley**  
Heineken



# Marketing Innovation

## CORE COMPETENCIES:

- Business Performance
- Insights & Planning
- Brand Strategy
- Innovation & NPD
- Marketing Strategy

This category excludes new product development (NPD) which is a separate award category.

The Marketing Innovation Award will recognise those who champion a culture of continuous improvement through innovation across the organisation, developing and or applying new thinking, technologies and solutions that lead to sustained business development over time.

The judges want to hear about your journey, the stakeholder engagement, how the idea was conceived, how your innovative thinking evolved and addressed the business challenge or opportunity. The journey should include details of stakeholder management and how the culture of innovation and creativity was fostered and sustained.

Entries could involve the development of a new marketing strategy or activity, the launch of a groundbreaking new proposition, or an application of an innovative new technology, generating business success.

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## 2025 WINNER



**Cathal O'Donnell**  
AIB

# International Marketing

## CORE COMPETENCIES:

- All Competencies

International marketing capability is key to export performance and vital to our island's economy.

International markets are an essential route to growth for many Irish companies who are limited by a finite home market.

The judges will look for evidence of clear strategic thinking, robust market objectives, rigorous research and planning, and implementation of localised strategies in the target markets, resulting in business success. This may have included launching new products or services abroad, implementing new distribution strategies, or opening new key accounts.

This award will go to a business (B2C or B2B) that has achieved exceptional success in exporting a product or service off our island.

## 2025 WINNER



**Kieran McNicholl**  
Waterwipes

# New Product Development

## CORE COMPETENCIES:

- Business Performance
- Insights & Planning
- Brand Strategy
- Innovation & NPD
- Marketing Strategy

In delivering strategies for business growth, today's marketing practitioner must master the skills of bringing new products and services to market, consistent with the overall business and marketing strategies.

Successful New Product Development (NPD) includes uncovering insight, analysis of the competitive environment, management of internal stakeholders and systems to help to deliver the new product / service, and a clear understanding of the commercial market opportunity.

This award will go to a business that has uncovered and transformed a market opportunity into a successful product or service. Entrants should highlight how they uncovered insight, analysed market opportunity, managed the internal NPD processes and stakeholders, and executed the launch to achieve measurable results.

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**SuperValu**  
Real Food, Real People

2025 WINNER



**Maresa Cagney**  
Waterwipes

# Advertising Campaign

## CORE COMPETENCIES:

- Business Performance
- Insights & Planning
- Brand Strategy
- Creativity & Communications
- Marketing Strategy

One of the most visible outputs of marketing is the ad campaign.

This award will go to the entrant that has created an outstanding B2C and or B2B advertising campaign that not only **brings their marketing strategy to life through creative execution, but also engages audiences and moves the dial for the brand.**

The judges will be examining the strategic thinking behind the campaign, the setting of specific objectives, the clarity of the desired positioning, the audience insight being leveraged, the creative idea and its execution, the media platform selection, and the tangible business results achieved.

This award will go to the campaign that has successfully strengthened their brand's competitive position by dramatising its value proposition in a way that resonates deeply with consumers.

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Irish Distillers  
Pernod Ricard

## 2025 WINNER



**Rita Kirwan**  
Flogas



# B2B Marketing

## CORE COMPETENCIES:

- All Competencies

B2B marketing presents a unique set of challenges typified by complex buying processes that often involves numerous decision-makers, higher perceived risk due to the size of the contract values and extended lead-to-close timeframes. Marketers in this area must be expert at building business relationships and engaging and negotiating with multiple stakeholders across the different stages of the buying cycle.

This award will go to an organisation that has successfully developed and delivered B2B marketing strategies, with a demonstrated success rate in targeting, tracking and closing opportunities to deliver sustainable and profitable growth. An emphasis will be placed on how organisations leverage alternative B2B channels – such as trade shows, one-to-one engagements, one-to-many interactions – alongside the innovative use of technology and digital marketing will be considered. It will be important to highlight how customer relationships are being built over time and entries that demonstrate the delivery of lifetime customer value will be rewarded.

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**BUSINESSPLUS**  
Part of **dmg::media**

## 2025 WINNER



**Zayna Ahamadeen**  
Lakeland Dairies

# Entertainment Sponsorship

## CORE COMPETENCIES:

- Business Performance
- Insights & Planning
- Brand Strategy
- Channel Experience

Entertainment sponsorship can be a potent marketing tool in building the brand relationships with customers, from building brand awareness through to affinity. It can afford the brand an important opportunity to engage with customers and consumers on a deeper emotional level.

The judges will be looking at the selection criteria for choosing the specific entertainment programme and will want to understand why and how this addressed your business challenge or capitalised on your business opportunity.

This award will go to the organisation that has demonstrated, from strategy through to execution, an effective entertainment sponsorship partnership which has delivered exceptional results such as increased brand affinity, revenues and or market share. Importantly, the judges will want to understand why this particular partnership has created the unique connection with the audience and how that led to success.



The winner will be considered for entry into the European Sponsorship Association "Best of Europe" category.

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## 2025 WINNERS



**Jeanette Levis**  
Diageo Guinness

# Sports Sponsorship

## CORE COMPETENCIES:

- **Business Performance**
- **Insights & Planning**
- **Brand Strategy**
- **Channel Experience**

Sports is big business and attracts an ever-growing number of consumers and customers, offering a unique opportunity for engagement at a deeper emotional level. Sponsorship is the acquisition of the rights of an association. The selection of the sponsorship and the way it is leveraged will determine the marketing success of the programme.

Judges will want to understand why the specific sports partnership creates a connection with the audience and how that led to success.

This award will go to the organisation that has demonstrated from strategy through to execution, an effective sports sponsorship partnership which has delivered exceptional results such as increased brand affinity, revenues and or market share.



The winner will be considered for entry into the European Sponsorship Association "Best of Europe" category.

Sponsored By

**PADDYPOWER.**

## 2025 WINNER



**Anne-Claire Monde**  
John West Ireland

# Brand Campaign

## CORE COMPETENCIES:

- Business Performance
- Insights & Planning
- Brand Strategy
- Marketing Strategy

Marketers seek to optimise brand equity, the inherent value that sets a brand apart from its competitors in the hearts and minds of consumers.

This award will be made to a business that can demonstrate it successfully developed and implemented a strategic approach to building and managing its brand, creating sustainable competitive differentiation through clarity and relevance built on the brand's essence and values.

Entrants are invited to showcase programmes that demonstrate how their brand strategy – whether through repositioning, evolving brand identity, introducing new value propositions, or other strategic initiatives—has strengthened the brand's market position, relevance, and long-term value.

This award will go to the strategy that exemplifies a deep understanding of the brand's essence and values, while driving sustainable competitive differentiation and measurable commercial impact. This award celebrates the strategic thinking behind a brand's growth and success, **beyond creative execution.**

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**PML**  
GROUP  
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## 2025 WINNER



**Jeanette Levis**  
Diageo Guinness

# Customer Experience

## CORE COMPETENCIES:

- Business Performance
- Insights & Planning
- Brand Strategy
- Channel Experience
- Marketing Strategy

A great customer experience (CX) is at the heart of building loyalty and enhancing the lifetime value of the relationship. In today's landscape, CX goes beyond isolated touchpoints to encompass an integrated channel experience – delivering seamless, cohesive interactions across every platform and medium through which customers engage. This cumulative impact of multiple touch points aligned with customer expectations, defines the quality of their experience over time.

Organisations that master CX achieve exceptional satisfaction levels, leading to increased customer loyalty and consequent business success. This is invariably based upon a deep customer-centric approach.

This award will go to the organisation that is performing to the highest levels in CX, with a compelling shared CX vision, a joined-up strategy, a commensurate culture, customer journey mapping and consistent delivery, culminating in excellent business results.

Sponsored By

**Dynamo** | Creative Consultancy

## 2025 WINNER



**Amy O'Shaughnessy**  
Energia



# Strategic Pricing

## CORE COMPETENCIES:

- Business Performance
- Insights & Planning
- Brand Strategy
- Pricing Strategy

As one of the original 4P's, pricing plays a vital role in delivering competitive differentiation in the market, enhancing perceived brand value and equity.

Pricing is a strategic tool that has many applications in resolving business challenges as well as exploiting opportunities and or defending market share.

The judges will be looking for demonstrations on how pricing was successfully used for competitive brand positioning at higher and or lower price points, creating and sustaining brand value and equity, building brand loyalty, as a component in new product launches and or brand extensions, and or of course promotional activity. The entry must focus on addressing a business challenge or opportunity and highlight how the strategic management of pricing successfully resolved the challenge or capitalised on the opportunity.

This award will go to the business that highlights how pricing built a sustainable and profitable business.

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**core**<sup>™</sup>

**2025 WINNER**



**James Lace**  
Diageo Rockshore

# Client Agency Collaboration

## CORE COMPETENCIES:

- Business Performance
- Brand Strategy
- Insights & Planning
- Creativity & Communications

**Note:** Entrants in this category may include agencies from any marketing-directed discipline, such as advertising, digital, media, sponsorship, research, public relations, and more. The entry must be endorsed and supported by the 'client'.

Marketers appoint agencies for their expertise and their broad external perspective. However achieving the best results requires a special collaborative effort from both parties, establishing a relational framework encompassing role clarity and constructive challenge to bring out the best in both teams. Great client-agency collaboration can significantly boost the brand and business.

This award aims to highlight instances where this collaboration has been exemplary.

The award will be made jointly to the client/ agency based on their success in generating empathy and trust, bonding around a shared mission, unlocking business potential and triggering exceptional results.

Sponsored By

# RTÉ

## 2025 WINNER



**Ciara Lucey, Bethan Carson**  
Sport Ireland, TITAN & Ringers

# Insights & Market Research

## CORE COMPETENCIES:

- Business Performance
- Insights & Planning
- Brand Strategy
- Marketing Strategy

Accurate and complete information and insights are the foundation stones of any successful business because they reduce business risk. Marketing decision makers need to determine the feasibility of ideas before committing substantial resources to them. The processes of market research which systematically gathers and interprets data using statistical and analytical techniques of applied science are therefore essential to business success in our increasingly complex world.

This award will go to a business which has demonstrated excellence in the use of market research to uncover insights that led to sound marketing decisions and consequent business success.

Sponsored By

# DIAGEO

2025 WINNER



**Rory McDonnell & David Cullen**  
Glanbia Performance Nutrition & Opinions

# Marketing Team Of The Year

## CORE COMPETENCIES:

- All Competencies

Teams which bring together a range of complementary skills and leverage these successfully can often point to extraordinary results.

Judges will look for evidence of the impact that teamwork had on optimising performance, focusing on team development and organisation, clear definition of roles, allocation of tasks, generation and sharing of ideas, team motivation, a culture of support, open communications, problem solving and measurement methods.

This award will go to the marketing team which can demonstrate how it has created an inordinately high level of business performance, encompassing both strategic perspective and tactical implementation skills.

Sponsored By

# Google

2025 WINNER



**Mark Brennan**  
Allianz Ireland

# Sustainability

## CORE COMPETENCIES:

- Business Performance
- Insights & Planning
- Brand Strategy
- Responsible Marketing

With the world facing critical environmental, societal, and economic challenges, now is the time to build your business proposition on sustainability – and for marketers to take the leadership role.

Consumer's expectations of brands have never been so high with a growing demand for brands that drive meaningful, purpose driven change. By authentically embedding sustainability into the brand or business's core purpose to the issues that really matter to people, the problems that need solving in society and on our planet, marketers have an opportunity to take action to drive positive change.

This award will go to the business that is at the forefront of sustainable and responsible practices, recognising those that seamlessly integrates sustainability into their core operations and ethos. Entrants should be able to demonstrate how the entire business was harnessed, including the brands and employees, to ensure the promotion of sustainability and how the impact of their actions on both business results and societal benefit.

Sponsored By

verve

## 2025 WINNER



**Cathal Murphy**  
Bewley's



# Introduction to the new categories MII AIM Awards 2026

Digital Customer Journey  
Cultural or Societal Sponsorship  
Long Term Brand Impact

# Digital Customer Journey

## CORE COMPETENCIES:

- Digital Optimisation
- Business Performance
- Insights & Planning
- Brand Strategy

The Digital Customer Journey Award is a search for the business that successfully prioritises customer experience through digital engagement.

The judges are looking for brands that exemplify this customer centricity through integrated, personalised, and data-driven journeys across their digital channels. The focus is very much on the digital lifecycle and the continuous optimisation of that journey. Brands that focus on physical customer engagement should refer to the Customer Experience Award category.

In a rapidly evolving business landscape where technology progresses at an astonishing pace, customers expect brands to understand their needs and provide seamless, tailored interactions at every touchpoint along the digital journey. This demands the delivery of personalisation at scale, leveraging unified customer data, applying real-time insights, creating content on-the-go and more recently applying AI.

This award will go to the organisation that is leading the way in digital journey management, setting new standards with a customer-centric approach that drives exceptional business outcomes.

2026

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**Adobe**

# Cultural or Societal Sponsorship

## CORE COMPETENCIES:

- Responsible Marketing
- Business Performance
- Insights & Planning
- Brand Strategy

This award recognises a sponsorship initiative that has delivered meaningful impact at a societal or cultural level. Whether through the arts, social causes, or environmental sustainability, this category celebrates collaborations that inspire communities and contribute to positive change.

Judges will look for entries that demonstrate clear strategic intent and show how the sponsorship has driven measurable outcomes for the community as well as the business. The award is not based on the size of financial investment, but rather on the depth of impact, inclusivity, and the accessibility of the activation. The judges will reward those who use the power of partnership to make a difference -creatively, responsibly, and with purpose.

Successful entrants will showcase how their sponsorship supported commercial or organisational goals and how the partnership aligned with and enhanced brand values as well as the practices that amplified the sponsorship's reach and relevance.

# Long Term Brand Impact

## CORE COMPETENCIES:

- Innovation & NPD
- Business Performance
- Insights & Planning
- Brand Strategy

The Long Term Brand Impact award recognises the businesses and brands that champion long term, strategic brand management with a demonstrable impact on business success over a minimum of three years. In a world that is increasingly fragmented and competitive, the application of professional marketing discipline, delivered through long term strategic brand management, has never been more important to the delivery of business success.

The judges are looking for the brands that can demonstrate sustained improvement in core brand strength and revenue, coupled with innovation through all the business processes and brand touchpoints, including NPD where relevant. You are reminded to recognise the distinction between innovation and NPD.

You will evidence your entry by highlighting how you listen and embrace feedback to build the brand consistently over time through insight, innovation and investment over a minimum of three years.

Your business story can begin at any phase of the product life cycle, from continuous innovation in a mature category to the development and launch of a new brand and how it successfully scaled over time.

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# Contact Us

**If you have any questions at all about MII membership, the entry process, or the submission platform don't hesitate to contact us via [www.mii.ie](http://www.mii.ie)**

## How To Write A Winning Entry

Stay tuned to our member emails, website, and social channels for details on upcoming events in December and January, designed to help you craft a standout award entry.

## Frequently Asked Questions?

Visit [www.mii.ie/aimawards2026](http://www.mii.ie/aimawards2026) for a detailed list of frequently asked questions

## Interested In Sponsoring?

The **Marketing Institute Ireland's (MII) All Ireland Marketing (AIM) Awards** is one of the most prestigious events in the Irish marketing calendar, celebrating excellence and innovation in marketing across various sectors.

### What will a Sponsor gain from sponsoring?

**Media Coverage** – Print / Out of Home / Digital / Social Channels – including publicity and advertising in **Irish Independent** and digital outdoor campaign post awards via **JCDecaux**.

### Gala Dinner

- A table for 12 guests at the gala awards
- Present your sponsored award on stage
- A seat on your sponsored category judging panel

**Brand Exposure** – website, social channels, branding at all events including the MII AIM Awards Ceremony

**To discuss the available sponsorships contact [leah@mii.ie](mailto:leah@mii.ie)**

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