

Optimising Your MII AIM Awards 2026 Entry



The MII AIM Awards 2026 celebrate excellence in marketing innovation and impact. To help you craft a winning submission, this guide outlines the key steps and criteria to optimise your entry.

The Application and Judging Process

Our judging process is designed to be both independent and rigorous, with all entries evaluated by expert business and marketing professionals. Judging is conducted through a confidential online portal and in-person reviews. Rest assured, every submission is treated with confidentiality, and the judges' decisions are final.

Key Competencies for Success

Every submission must demonstrate the three core competencies from the National Marketing Competency Framework:

- **Brand Strategy:** Showcase how your marketing initiatives align with and reinforce your brand strategy.
- **Insights & Planning:** Highlight how data and insights informed the planning of your marketing efforts.
- **Business Performance:** Demonstrate measurable outcomes driven by your marketing programme.

Selecting the right award category allows you to highlight your unique marketing expertise – whether it's in sponsorship, international marketing, or another discipline.

Judging Criteria

Entries are scored on the following aspects to ensure a transparent evaluation process:

- **Business Background:** Scale and clarity of the challenge or opportunity.
- **Marketing Programme:** Degree of customisation and category-specific excellence.
- **Results:** Effectiveness in resolving the challenge and delivering business success.
- **Summary:** Quality of insights and their future applicability.

Each aspect is scored on a scale of 0.5 to 5, based on the rigour and relevance demonstrated in your submission.

Top Tip

The judges will be looking for the strategic integrity of your programme from start to finish – how well your marketing efforts connect the business challenge to the resolution through a cohesive, results-driven approach. Make sure your entry tells a clear, logical story from beginning to end.

Good luck and we hope to see you on stage on May 21st!

For more information and a detailed list of frequently asked questions please visit www.mii.ie/aimawards2026

How to Structure Your Entry

Each submission is evaluated against four core questions. Here's how to structure your response:

Q1: Background

What was the challenge or opportunity facing your business?

Set the stage for your entry by outlining the context in which your brand was operating. Clearly identify the challenges or opportunities that shaped your marketing strategy, ensuring a logical connection between this foundation and the rest of your submission.

Q2: Action

How did your marketing programme address the challenge or opportunity?

Describe the tailored strategies and actions implemented in response to the specific challenge or opportunity. Emphasise how these were customised to your unique context and award category (e.g., New Product Development). Avoid generic solutions – judges value specificity and innovation.

Q3: Results

What were the outcomes of your marketing programme?

Provide evidence of success by demonstrating how your marketing efforts addressed the initial challenge or seized the identified opportunity. Focus on outcomes that directly connect to business KPIs rather than isolated campaign metrics.

Q4: Summary

What insights and learnings have emerged from this experience?

Conclude with a summary that captures key takeaways and explains how they've shaped future strategies. Highlight both insights gained and their positive impact on your organisation.

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