

# Iconic Influencer Award Isle of Man

## Individual Excellence Award

### Iconic Creative Marketing Influencer

#### OVERVIEW

The Iconic Creative Marketing Influencer award recognizes individuals who have revolutionized the marketing industry through innovative and creative strategies. These influencers leverage their creativity to craft groundbreaking campaigns, establish memorable brand identities, and drive engagement across diverse platforms. They are known for pushing the boundaries of traditional marketing by integrating creativity with strategy to build lasting connections with audiences. Whether through viral content, disruptive campaigns, or imaginative storytelling, these influencers set the trends and redefine what it means to market a product or idea in the modern digital landscape.

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#### ELIGIBILITY

1. **Influence Across Platforms:** The individual must have a substantial online presence with a significant following on multiple platforms (Instagram, YouTube, Twitter, TikTok, etc.).
2. **Creative Campaigns:** ..

#### QUALITATIVE CRITERIA

- **Innovative Campaigns:** The influencer demonstrates a flair for creating fresh, exciting, and unexpected marketing campaigns that capture audience attention.
- **Storytelling:** Their marketing efforts should incorporate compelling stories that engage and resonate with their target audience on an emotional ..

#### JUDGING CRITERIA

1. **Creativity:** The originality and innovativeness of the marketing strategies and campaigns created by the influencer.
2. **Impact and Effectiveness:** How well the marketing efforts resulted in measurable success such as increased brand awareness, sales, or audience growth.
3. **Engagement:** The level of engagement generated by the influencer's campaigns, including comments, shares, likes, and interactions.
4. **Consistency and Longevity:** The ability to produce creative marketing consistently over time, and whether the campaigns have lasting impact.
5. **Authenticity:** How authentically the influencer integrates their creativity into brand collaborations without losing their unique voice or brand integrity.
6. **Trendsetting:** The influencer's ability to set new ..

#### METRICS

Metrics Criteria	Current Year	Previous Year
<ul style="list-style-type: none"><li>• <b>Campaign Reach:</b> The total reach of the marketing campaigns across various platforms, including views, impressions, and shares.</li><li>• <b>Engagement Rate:</b> ..</li></ul>		



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