

MULTICHANNEL

## Inviting nominations: Luxury Marketer of the Year and Luxury Retailer of the Year

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By STAFF REPORTS

Luxury Daily is inviting nominations for the two most prestigious awards handed out annually, 2012 Luxury Marketer of the Year and 2012 Luxury Retailer of the Year.

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**Luxury Daily**

The two honors will acknowledge outstanding consumer-focused strategic, tactical and creative thinking by luxury brands and luxury retailers. The winners will be announced later this month.

“Each year marks an escalation in the marketing and retail brilliance from the world’s leading luxury brands and retailers, and this year will be hard to top,” said Mickey Alam Khan, editor in chief of Luxury Daily, New York.

“Marketers and retailers from within the conglomerates and those who are independent have made full use of strategy, tactics, creative, execution and technology to not only build a stronger relationship with customers but also attract prospects to enter their universe. These two awards recognize the outstanding work.”

This year’s Luxury Marketer of the Year will have a hard act to follow. Burberry was **last year’s winner**, following the 2010 winner, Ralph Lauren Corp.

Bergdorf Goodman was [last year's Luxury Retailer of the Year](#), besting its peers for the top spot.

Two executives each from the winning companies named 2012 Luxury Marketer of the Year and 2012 Luxury Retailer of the Year will get passes to attend [Luxury Daily's Luxury FirstLook: Outlook 2013 summit Jan. 16 in New York](#).

#### Criteria for Luxury Marketer of the Year

Nominations for Luxury Marketer of the Year require the following: a 500-word write-up in a Word document making the case for why the luxury brand's advertising and marketing for 2012 made it a candidate for the award.

The nomination document should include the brand's strategic thinking for the year, tactics and campaigns deployed, execution and, if possible, the sharing of any results. The use of multichannel marketing is a plus.

Please include the chief marketing officer's name and email and phone details for the executive or his or her PR person. The document should also have two quotes from the CMO, one on what drove marketing strategy in 2012 and, two, what challenge was the brand's marketing meant to address in 2012.

Five high res color jpegs (200dpi and up) showcasing the luxury brand's best marketing for the year should be attached along with the Word document.

Previous years' winners are eligible for the award.

#### Criteria for Luxury Retailer of the Year

Nominations for Luxury Retailer of the Year require the following: a 500-word write-up in a Word document making the case for why the luxury retailer's advertising and marketing for 2012 made it a candidate for the award.

The nomination document should include the retailer's strategic thinking for the year, tactics and campaigns deployed, execution and, if possible, the sharing of any results. The use of multichannel marketing and retailing is a plus.

Please include the chief marketing officer's name and email and phone details for the executive or his or her PR person. The document should also have two quotes from the CMO, one on what drove marketing and retail strategy in 2012 and, two, what challenge was the brand's marketing and retailing efforts meant to address in 2012.

Five high res color jpegs (200dpi) showcasing the luxury retailer's best marketing and retail outreach for the year should be attached along with the Word document.

Only companies in the primary business of luxury retail are eligible for this award. Previous years' winners are eligible for the award.

#### Who to send and by when

All emails with the 500-word nominating document and five high res color jpegs of creative executions should be send to Luxury Daily editor in chief Mickey Alam Khan at

[mickey@napean.com](mailto:mickey@napean.com).

The Luxury Daily editorial team will judge the submissions along with its own nominations from campaigns and marketing and retail work covered in the publication this year.

All nominations should be in by 5 p.m. ET on Tuesday, Dec. 18.

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