

Judging process

Nominations can be received until October 20th and will be considered by our expert jury in mid-October, who will create a shortlist.

Each jury member will vote for their six preferred candidates from the full list of nominations. Those votes will be added together and those marketers with the highest score will be shortlisted. In the event of a tie, WFA President and RBS CMO David Wheldon will cast the deciding vote.

The shortlisted marketers will be profiled on the WFA website to allow everyone to learn more about their successes in addressing the challenges facing their brands.

Members of the industry will then be able to vote for the first winner of the WFA Global Marketer of the Year. The winner will be announced in February 2018.