# Veeva Marketing Awards

## Case title:

By participating in the Veeva Marketing Awards 2024, I acknowledge that at least three people on the team (Marketing or Digital) involved in the development of the case will assist the Commercial Summit, where in the case of been nominees, we will present the case on the Marketing Track room which considers the following activities:

* Presentation review: August 12th to 23rd, 2024 (dates may change with prior notice from the coordination team).
* DRY RUN and delivery of final presentation: Due date on August 30th, 2024 (date may change with prior notice from the coordination team).
* Assist to the Veeva Commercial Summit: September 5th, 2024.

### I acknowledge

### General information

Case title:

Company:

Brand:

Partner (in case of a CRM strategy):

The date on which the case or any of the phases was implemented:

#### Contact of the person submitting the case

* Name:
* Mail:
* Cell phone:

#### Team involved in the case development (Please add as many rows needed to indicate the complete team).

Customer team:

|  |  |  |
| --- | --- | --- |
| Name  | Role | e-mail |
|  |  |  |

Partner team (in case of a CRM strategy):

|  |  |  |
| --- | --- | --- |
| Name  | Role | e-mail |
|  |  |  |

**Case title**

Follow the statements or questions below to develop each topic. You can add as much information as necessary to provide the entire project frame. If necessary, add images or graphics to illustrate the relevant information.

1. **Objective:** Explain what actions the brand strategy wants to achieve by executing this project. How will the brand measure the success of the objective?

Context: Describe the market background that drives the need for the project. Were there any efforts before that didn't achieve the expected outcome? Why? Is there a new competitor in the market? Is the brand losing market share? Add relevant details to understand why this project suits the brand.

1. **Brand challenge:** Now that we understand the project's background, explain the main drivers and barriers to achieving the objective.
2. **Solution:** What was the action plan defined to help achieve the objective? What was the tactical plan designed to address the brand challenge?
3. **Veeva CRM or PromoMats:** Explain which features of Veeva helped you to execute the tactical plan and how this was relevant to the project's success.
4. **Outcome:** Were the objective measures achieved? What were the benefits for the brand? Has something changed for the brand when thinking about the market context? How did the project help the brand?

Remember you only have 1 page to develop each topic, so your case will be structured throughout five pages, no more.

Case Title

Objective and Context

Case Title

Brand Challenge

Case Title

Solution

Case Title

Veeva CRM or PromoMats

Case Title

Outcome