

**Doncaster  
Business  
Awards  
2020/21**



# Judging **and** Award Category Criteria

**Marketing Campaign of the Year**



**Doncaster  
College**

**University  
Centre**

# Doncaster Business Awards 2020/21

## Judging and Award Category Criteria

- The Doncaster Business Awards open for entry on **Monday 5 October 2020**. The deadline for submissions is **midnight, Sunday 15 November 2020**.
- Each category will include an unscored question which will ask the entrant to describe their business in fewer than 400 words. This allows judges to get a good understanding of the company, its customers, competitors, challenges and opportunities.
- Each entrant may be asked to provide financial data.
- Written entries should not exceed 400 words or 3 minutes (MP3) for each question. Entrants exceeding these limits will be disqualified.
- Entrants may provide a maximum of 3 pieces of evidence to support their submission. Evidence must consist of images only i.e. charts/pictures.
- Any member of the Doncaster Chamber elected Board of Directors, in post as of 5 October 2020 are precluded from entering the awards. Co-Opted Directors, in post as of 5 October 2020 are eligible to enter.
- Sponsors are not permitted to enter the same category that they are sponsoring.

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# Judging

## Stage 1

- Every entry will be evaluated and scored by the Business Awards Panel based on a set criteria for the award category.
- Every criteria answer will be scored on a scale of one to ten (one being poor, ten being excellent).
- The Business Awards Panel will shortlist up to six finalists per award category.
- The Business Awards Panel will consist of representatives from Doncaster Chamber and other respected organisations.
- Stage 1 judging scores will count for 30% of the overall score.

## Stage 2

- Each category will have two judges for Stage 2: one sponsor judge and one Doncaster Chamber representative.
- Judges will be asked to spend approximately one hour and fifteen minutes with each finalist.
- Judges are free to set their own questions/conduct interviews and discussion as they wish but they must drill down into the relevant criteria.
- Awards entrants will be asked to present for 10-15 minutes at the start of the interview to help judges to understand the business. The presentation will not be scored and should not exceed 15 minutes. This need not be a formal presentation (PowerPoint, Prezi or otherwise) - the purpose is simply to describe the business so that it can be assessed fairly.
- Every criteria will be scored on a scale of one to ten (one being poor, ten being excellent).
- Stage 2 judges will not see scores from Stage 1 judging at any point.
- Stage 2 judging scores will count for 70% of the overall score.

## Stage 3

- Following Stage 2 judging, the Doncaster Chamber event organiser will add up all scores, apply the necessary scoring adjustments (for eligible categories), and verify results.
- The entrants with the highest overall scores will be confirmed as the winner and runner up for each category.
- The 30/70 weighting ensures that the visiting judges have most influence over the final decision whilst, at the same time, ensuring that in total 7 people have been involved in the process.

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# Handicap System

In order to level the field for businesses that have less time to dedicate to the awards process, the following scoring adjustments will be in place\*:

	Employee Number (Full Time Equivalents)	Stage 1 Handicap (30%)	Stage 2 Handicap (70%)
Sole Trader	1	+5%	+5%
Micro	2-5	+4%	+4%
Small	6-20	+3%	+3%
Medium	21-50	+2%	+2%
Large (1)	51-100	+1%	+1%
Large (2)	101+249	+0%	+0%
Large (3)	250+	+0%	+0%

\* This scoring system does not apply for the following categories:

- Apprentice of the Year
- Young Business Person of the Year
- SME Business of the Year
- Large Business of the Year

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# Marketing Campaign of the Year

Sponsored by **HSR LAW**  
Solicitors

## Criteria

**Please note:** Marketing companies are welcome to apply for this award, however answers must be in relation to a marketing campaign for their own business and not one/s for their clients.

1. The entrant should describe their business in 400 words or less enabling judges to gain an understanding of their company, its history, customers, competitors, challenges, opportunities and anything else that the entrant feels is relevant. This can also include any challenges or opportunities that Covid-19 has presented your organisation **(unscored)**.
2. The entrant should evidence clear objectives for their marketing campaign together with a defined and measurable strategy for meeting those objectives including budget, target audience and key messages.
3. The entrant should evidence strong creativity and design in line with the objectives set for the campaign.
4. The entrant should demonstrate how they used different channels and methods of marketing communication to achieve their results.
5. The entrant should demonstrate how they measured the impact of the campaign including evidence of the results of the campaign against the measures set.
6. The entrant should demonstrate what sets them apart from their competitors, why their campaign stands out and what they did that was innovative.

**Note:** all questions are given equal weighting.

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