Doncaster Business Awards 2022

# Entry Form

## Marketing Campaign of the Year

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# Marketing Campaign of the Year

## The Marketing Campaign of the Year Award recognises a marketing, PR or advertising campaign that has proved to be original, innovative and particularly effective.

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 **(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.

**Please note:**

- All questions are given equal weighting.
- All completed entry forms and evidence must be returned to events@doncaster-chamber.co.uk.
- Entrants may provide a maximum of 3 pieces of evidence to support their submission. Evidence must consist of images only i.e. charts/pictures. Entrants may be asked for additional information, including evidence of financial information, at the interview stage (Stage 2).

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# Entrant Details

**Entries Close:** Sunday 24th July 2022

1. **Company name** Test
2. **Contact name**
3. **Address**
4. **Work phone number**
5. **Mobile number**
6. **Email address**
7. **How many employees does your company employ? (Full-time equivalent)**
8. **What is your annual turnover?**

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## Question 1

**Please describe your business: its history, customers, competitors, challenges, opportunities and anything else you feel is relevant.** (Max. 400 words, **unscored**)

Type Text Here

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## Question 2

**Please evidence the objectives for your campaign with a defined and measurable strategy for meeting those objectives including budget, target audience and key messages.**
(Max. 400 words)

Type Text Here

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## Question 3

**Please evidence the creative elements (artwork and design) and explain how they support the objectives set for the campaign.**
(Max. 400 words)

Type Text Here

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## Question 4

**Please demonstrate how your business used different channels and methods of marketing communication to achieve results.**
(Max. 400 words)

Type Text Here

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## Question 5

**Please demonstrate how you measured the impact of the campaign, including evidence of the results of the campaign against the measures set.**
(Max. 400 words)

Type Text Here

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## Question 6

**Please demonstrate what sets your business apart from your competitors, why your campaign stands out and what you did that was innovative.**
(Max. 400 words)

Type Text Here

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# Thank you for entering the Doncaster Business Awards.
# Good luck!

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