

## MARKETING CAMPAIGN OF THE YEAR

**Question 1: Profile (150 Words)**

Should this entry progress to finalist status, the copy you provide below may be used as part of ukactive's PR campaign to promote the Awards and your achievements. This should provide a brief overview of your business and the market you serve and highlight key areas of your successful entry. Please include your social media (Twitter, Facebook, Instagram etc) handles and avoid sharing any confidential/sensitive information in this section.

**Question 2: Elevator Pitch (200 Words)**

Imagine you have 20-30 seconds to make the judges sit up and pay attention - why do you think you deserve to win this award?

**Question 3: Outline (250 Words)**

Describe the marketing campaign, outlining its rationale, your strategy and key objectives?

**Question 4: Engagement & Rationale (250 Words)**

What is the reach of your marketing campaign and what channels did you use to engage your audiences?

**Question 5: Implementation (250 Words)**

What is the impact of your marketing campaign on your business?

**Question 6: Impact Reviews & Measurement (250 Words)**

What is the impact of your marketing campaign on your audiences?

**Question 7: Looking Ahead (250 Words)**

What plans do you have to evolve this marketing campaign in the future?