

MARKETING CAMPAIGN AWARD

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.

ELEVATOR PITCH (250 WORDS)

Imagine you have 20-30 seconds to make the judges sit up and pay attention

Include:

- Why do you think you deserve to win this award?
- What are you bringing to the table that is new, unique or innovative?

ENGAGEMENT AND RATIONALE (300 WORDS)

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

Include:

- What reach your marketing campaign got and what channels you used to engage your audiences

IMPLEMENTATION (300 WORDS)

How was your marketing campaign implemented?

Include:

- What systems and processes are in place to measure its success.

IMPACT REVIEWS (300 WORDS)

What is the impact of your marketing campaign on:

1. Your Business?
2. Your audiences?

Include:

- What data can you share to demonstrate a positive outcome and sustainable attitudinal change.

LOOKING AHEAD (300 WORDS)

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



AWARDS

