

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?

MARKING GUIDE

Max 6 marks

- Clear summary of entry that grabs the judges attention.
- Clear description of what's 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.
- How did you identify need for campaign?

MARKING GUIDE

Max 8 marks

- Clear description of campaign, strategies, engagement and channels used.

IMPLEMENTATION (300 WORDS)

How was your marketing campaign implemented?

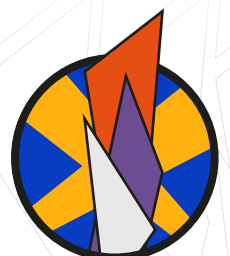
Include:

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

MARKING GUIDE

Max 8 marks

- Clear description on implementation, measurements of success, and evidence provided.



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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.

MARKING GUIDE

Max 8 marks

- Clear summary of impacts on business and audience with providing evidence.

LOOKING AHEAD (300 WORDS)

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

Include:

- What did you learn from this campaign that can be applied to future campaigns?

MARKING GUIDE

Max 6 marks

- Clear description of future plans and the future impact.



AWARDS

