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# AWARDS

## - 2010

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ENTRY FORM

PROUD SPONSORS OF THE CHARTERED INSTITUTE OF MARKETING AWARDS 2010

DELTA  
PRODUCTION SERVICES ■■■■

*the beach*  
communication

me:mo  
pay-as-you-go

# THE AWARDS 2010

## CATEGORIES

- **Student Marketer of the Year** *(Sponsored by RBC)*  
Certificates will be awarded to local students with the highest overall grades in the CIM Professional Certificate and Diploma qualifications. Student Marketer of the Year will be awarded to the student with the highest overall grades in the CIM Postgraduate Diploma.
- **Best Brand Campaign**  
Submissions must demonstrate the successful launch, extension or revitalisation of a brand into new or existing markets or market segments, to the long-term commercial benefit of the organisation. Internal and external considerations should be detailed.
- **Best Use of Media**  
This category is open to companies or brands that have made effective use of marketing channels, including print, direct mail, telephone, television, radio, outdoor media and digital channels.
- **Best Use of PR**  
A campaign, activity or event, internal or external, showing the integrated use of communication techniques to achieve its objectives. This may include media relations, internal communications, employee motivation, sponsorship, and/or corporate social responsibility/sustainability programmes.
- **Best CRM Programme**  
The best example of a campaign aimed at existing customers. This could be a sales campaign, business development programme or an improvement to an existing service or offering. If customer relationship management in your organisation is the responsibility of sales, business development and/or client services colleagues, invite them to submit an entry.
- **Creative Communications**  
This award has been developed to engage local marketers with the judging process. We will be asking local CIM members to evaluate the most creative campaign.
- **Marketing Achievement on a Small Budget**  
Awarded to the entity that best demonstrates how a marketing activity, carefully planned, on a maximum budget of no more than £10,000 has added the greatest value to their organisation, association or charity.
- **Best Agency Contribution**  
This category recognises the contribution made by local agencies to marketing excellence in the Island. Judges will be looking for the agency which has, in the eyes of its Clients, made the greatest contribution to their business during the year. Contribution may be creative, strategic and/or resource-based.
- **Best Integrated Marketing Campaign**  
This Award will go to the organisation that best demonstrates how a planned approach to marketing has added the greatest value to a business. The Judges will be looking for the best example of strategic marketing along with demonstration of the application of the entire marketing mix, comprising the 7 P's.
- **Marketing Excellence - 2010**  
This Award will go to the company or brand that best demonstrates how marketing excellence, consistently applied, has driven business improvement over time. The Judges will look for a well planned, well designed, and well delivered marketing activity or campaign, which captures the imagination and gives the WOW factor. Specific or multiple elements of the marketing mix should be highlighted.

## ENTRY CRITERIA

All entries with the exception of Best Agency and Student Marketer of the Year, should include the following:

- An Executive Summary not exceeding 200 words
- Introduction, background and context
- The business objectives
- The communications objectives
- Strategies chosen to achieve objectives
- Options considered
- Tactics implemented to achieve objectives
- Budget controls
- Measurement and results
- Value added to business as a result of strategy

# THE AWARDS 2010

## ENTRY FORM

AWARD CATEGORIES ENTERED

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NAME OF ENTRY

ENTRANT (ORGANISATION / INDIVIDUAL)

ADDRESS

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CONTACT NAME

TELEPHONE

FAX

EMAIL

If you have worked with an Agency to develop your campaign please provide their details to enable us to recognise the Agency when announcing the winners:

NAME OF AGENCY

CONTACT AT AGENCY

If you are a winner/shortlisted, please advise the name of the person(s) who would collect the Award at The Awards Ceremony:

NAME(S)

JOB TITLE

TELEPHONE

EMAIL

## ENTRY CHECK LIST

Use the checklist below to ensure that your entry is complete:

- An Executive Summary, not exceeding 200 words - provided in printed form and also on CD (clearly labelled) as a text document.
- A typed entry, not exceeding 2,000 words - provided in printed form and also on CD (clearly labelled) as a text document.
- An image, supplied in printed form and on CD (clearly labelled), that best sums up the essence of the campaign for promotion at The Awards Ceremony. Please supply supporting digital files in .jpg or .tif file formats. It is important to supply the largest file size available to you as winning entries may appear in print.
- Your company logo supplied on CD, in Adobe Illustrator.eps format.
- The company logo of your Agency (if applicable) supplied on CD, in Adobe Illustrator .eps format.
- A copy of this Entry Form (Photocopies are acceptable).
- £55 entry fee for each Award entered made payable to the CIM Jersey Branch.

**If you are entering your Agency for the Best Agency Contribution category please provide:**

- An Executive Summary, not exceeding 500 words (provided in printed form and also on a clearly labelled CD as a text document), explaining why the Agency warrants the Award. Please give examples and supporting evidence of their contribution to your business. Agencies are allowed to submit their own entries for this Award, however they need to have their entry signed and agreed by their named Client(s). Clients should be willing to be contacted if needed.

### ADDRESS FOR ENTRY:

FAO Steve Cartwright  
Private & Confidential  
State Street  
22 Grenville Street  
St Helier  
Jersey  
JE4 8PX

# THE AWARDS 2010

## ENTRY CONDITIONS AND GUIDELINES

### Eligibility

- Entries are invited from organisations or individuals based in Jersey where marketing is demonstrably developed and controlled locally.
- The same entry can be submitted for more than one Award and will be treated as a completely separate entry. There is no requirement to submit duplicate support material, but a £55 entry fee is required for each Award entered.

### Conditions

- All campaigns entered for the 2010 Awards must have been launched between 1st January 2009 and date of entry (in sufficient time to have achieved demonstrable results).
- Entrants agree that their submission may be used for promotional purposes.
- By submitting an entry, you are agreeing to the rules and conditions of entry.

### When is the Closing Date?

Entries must be submitted by 12 noon on Thursday, 7th October 2010.

### How much will it cost?

An entry fee of £55, made payable to CIM Jersey Branch, will be applicable for all entries into the Chartered Institute of Marketing (Jersey branch) Awards. The cost of preparation of presentation materials will be borne by each entrant.

### Judging Process

Judging will be completely confidential. All entries will be treated with the utmost care. The Judges will have the right to move entries into other applicable categories if they feel it more appropriate. The decisions of the Judges are final and no correspondence will be entered into.

### Support Material

All relevant support material in the form of promotional literature and materials, branded documentation, videos, CDs or computer disks, and/or photographs will be considered by the Judges together with your written submissions. Please note, however, that only existing creative material should be entered for The Awards. It is not necessary to create new material specifically for your entry. Portfolios should not exceed A2 in size and other support material must be contained in a single A4 box file. Please label all material with the Name of Entry.

I confirm that the details contained in this entry are accurate and correct.

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**SIGNATURE**