**Entry Form – Retail Award**

**2019 Excellence in Retail Marketing Award**

**(judged by SHOP! and Industry Panel)**

***Evolving from the 2018 Retail Digital Marketing Award, the Excellence in Retail Marketing award celebrates an independent\* retailer who has excelled in all facets of retail marketing initiatives and strategies over the past year. The premise of this award is to acknowledge the independent retailer that best leverages marketing elements to drive customer engagement, loyalty and growth through traditional forms of marketing and digital initiatives which elevates their business.***

***Retail marketing can include marketing activity and strategies executed in-store, online or through third-party services i.e. advertising, radio, athlete sponsorship, etc.***

*\*This award is open to independent Retailers only.*

***Please read the “Retail Nomination Kit” before completing your submission.***

**2019 Excellence in Retail Marketing:**

* All entries must be submitted in a PDF document with all questions answered and photos included. All video links must also be included within this document.
* Once completed, please upload your completed PDF submission to your dropbox.
* Your dropbox should also include a high-resolution JPEG of your logo
* All submissions must include the following information on the front page:
  + Company Name
  + Store(s) Name
  + Contact Name
  + Role
  + Contact Phone
  + Contact Email

**Please provide detailed answers and supporting material to the following questions:**

1. Communicate the objectives of the activities / campaign(s) and provide insights as to the challenge that needed to be addressed, also outlining any innovation(s) that make this unique.

(maximum 25 points available)

1. Demonstrate the activities and/or tailored campaigns (both traditional and / or digital) that have been implemented to drive strong customer engagement and/or loyalty.

(maximum 15 points available)

1. Demonstrate any specific marketing activities that have occurred within the bricks and mortar environment i.e. events, athlete appearances, art shows, etc

(maximum 15 points available)

1. Highlight how communication direct with customers is enhanced and personalised through the utilisation of digital activities. (This should describe the types of engagement, both within the store environment and from a digital perspective to demonstrate how product(s), brand(s) and/or service(s) were showcased and how the shopper journey was improved).

(maximum 25 points available)

1. Display how these activities / campaigns are performance measured against specific goals (ROI and/or KPIs). The metrics could extend, but not be limited to – sales results, conversions, frequency, engagement, compliance as well as any brand specific metrics).

(maximum 20 points available)

**2019 SBIA SURF INDUSTRY AWARDS CHECKLIST**

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| Read the 2019 SBIA Nomination Kit before completing this entry | **☐** |
| Email [admin@sbia.com.au](mailto:admin@sbia.com.au) to have a dropbox created | **☐** |
| Upload a business logo that is larger than 300kb in .jpeg format into the dropbox | **☐** |
| Complete the Entry Form/PDF submission and shared the dropbox within your organisation if need be | **☐** |
| Upload the Entry Form into the dropbox ensuring it is completed by 8th August, 2019 | **☐** |
| Ensure all images and videos for each category are uploaded to the drop box and clearly marked | **☐** |
| Mark the 2019 SBIA Surf Industry Awards date in your calendar – October 24th, 2019 | **☐** |



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| **2019 Key Award Dates:** |  |
| Nominations Open: | **24th May, 2019** |
| Nominations Close (Voted Categories) | **26th July, 2019** |
| Nominations Close (Judged Categories): | **8th August, 2019** |
| Voting Opens (voting categories) & Tickets Available | **8th August, 2019** |
| Voting Categories Closes:  Judging Period (judged categories) | **24th August, 2019**  **12th to 27th August, 2019** |
| Finalists Announced (judged & voted categories): | **5th September, 2019** |
| **Awards Night:** | **Thursday 24th October 2019** |