**Entry Form – Marketing Award**

**2019 Ladies Marketing Campaign of the Year**

**(judged by SHOP! and industry panel)**

***The Marketing Awards recognise the surf industry’s best, most creative and progressive, marketing campaign leveraging all marketing disciplines (in-store, digital and print). Each Marketing Awards submission should include a 30 second video and images to support the entry. Marketing campaigns must have been in the market during the previous 12 months. Marketing campaigns must be a specific campaign, such as “Brand – Campaign Name”.***

***Marketing Campaigns will be judged on creativity, brand image, execution and market positioning for print, digital and point of purchase material.***

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

**2019 Ladies Marketing Campaign of the Year:**

* 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
  + Contact Name
  + Role
  + Contact Phone
  + Contact Email
  + Campaign Name
  + Campaign Description

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

1. Was the campaign part of a global campaign rollout or a local campaign only?

(0 points - context only)

1. Explain the campaign value proposition and how it was conveyed?

(maximum 20 points available)

1. Explain the channels and activations that were utilised and how they engaged with the end consumer.

(maximum 25 points available)

1. Explain how the campaign was enabled and delivered to your retail partner network.

(maximum 15 points available)

1. What elements of innovation were incorporated into the campaign?

(maximum 20 points available)

1. Please detail the outcomes and ROI of the campaign.

(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** |