Nomination Criteria Guide – Marketing Awards
(judged by SHOP! and & Industry Panel)

2021 Ladies Marketing Campaign of the Year
2021 Mens Marketing Campaign of the Year

In preparation for your nomination please read this document in full as well as the "Brand Nomination Kit". Your nomination will be submitted via Awards Force. If you require assistance please contact admin@sbia.com.au.

The Marketing Awards recognise the surf industry's best, most creative and progressive, marketing campaign leveraging all marketing disciplines (in-store, digital and print). Initiative(s) must have been active during the previous 19 months (1 January 2020 - 13th August 2021 - entries close).

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.

Each submission should include the following:

- Answers to the below questions
- High resolution JPEG images and video (vibe clip) link

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)
2. Explain the campaign value proposition and how it was conveyed.
   (maximum 20 points available)
3. Explain the channels and activations that were utilised and how they engaged with the end consumer.
   (maximum 25 points available)
4. Explain how the campaign was enabled and delivered to your retail partner network.
   (maximum 15 points available)
5. What elements of innovation were incorporated into the campaign?
   (maximum 20 points available)
6. Please detail the outcomes and ROI of the campaign.
   (maximum 20 points available)

2021 SBIA SURF INDUSTRY AWARDS CHECKLIST

Read the 2021 Nomination Criteria Guide & Nomination Kit	☐
Prepare relevant information for nomination	☐
Complete entry in Award Force by **13th August 2021** - click here to enter	☐
Purchase your tickets for 2021 SBIA Surf Industry Awards on 11 November, 2021	☐

2021 Key Award Dates:

18th June, 2021

- Nominations Open

6th August, 2021

- Nominations Close (Voted Categories)

13th August, 2021

- Tickets Available
- Voting Opens (Voted Categories)
- Nominations Close (Judged Categories)

20th to 31st August, 2021

- Judging Period (Judged Categories)

27th August, 2021

- Voting Closes (Voted Categories)

17th September, 2021

- Finalists Announced

11th November, 2021

- Awards Night