

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

2021 Excellence in Retail Marketing Award

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

The Excellence in Retail Marketing award celebrates an independent retailer who has excelled in all facets of retail marketing initiatives and strategies. 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. Initiative(s) must have been active during the previous 19 months (1 January 2020 - 13th August 2021 - entries close).

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.

Each submission should include the following:

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

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)
2. 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)
3. 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)
4. Highlight how communication directly 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)
5. 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)

2021 SBIA SURF INDUSTRY AWARDS CHECKLIST

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|---|--------------------------|
| Read the 2021 Nomination Criteria Guide & Nomination Kit | <input type="checkbox"/> |
| Prepare relevant information for nomination | <input type="checkbox"/> |
| Complete entry in Awards Force by 13th August 2021 - click here to enter | <input type="checkbox"/> |
| Purchase your tickets for 2021 SBIA Surf Industry Awards on 11 November, 2021 | <input type="checkbox"/> |



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