

CALL FOR ENTRIES

'The Drum Marketing awards really came of age last year with a list of blue chip winners that resembled a Who's Who of the UK's top brands. I have always said that one of the key factors that clients consider when putting together a shortlist is the amount and type of awards which agencies have recently won. I am convinced that being a winner in The Drum Marketing Awards has increased the number of pitches IAS has participated in during the last year and the scheme now ranks up with the best of them.'

- Rob Morrice, MD of IAS b2b Marketing

'Winning 3 big awards at the DRUM marketing awards in 2011 has been one of the major highlights for our business this year. Winning at DRUM is true recognition of first class, effective marketing and we are thrilled to have been awarded so well this year. The awards themselves are a great opportunity to network with other senior peers who are also helping to shape outstanding marketing in the UK and its therefore a highly worthwhile occasion to be involved with.'

- Peter Markey, Chief Marketing Officer, RSA Group

**Register and enter
at www.thedrummarketingawards.com**

20% Early Bird Discount
Early Bird Rate Ends Friday 16th December 2011

ENTRY DEADLINE: **FRIDAY JANUARY 20TH 2012**

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Organised by:



The Drum Marketing Awards

Call for Entries



Who can enter?

Any UK-based organisation, in any sector, that's engaged in marketing a product or service can enter.

Whether that be in-house marketing teams, organisations, businesses, sole traders, marketing consultancies, advertising agencies, event companies, digital agencies, integrated agencies, design consultancies or PR agencies of any description.

What work is eligible to enter?

Entries are eligible if they reflect strategies EITHER developed and implemented between 1st January 2011 and 20th January 2012 OR implemented prior to 1st January 2011 if the results of the implementation were assessed after that date.

*Projects that have been previously entered can be entered again but only if there has been further developments and new outcomes that can be proven or if they are entered into the Long Term Marketing Strategy category.

Why enter:

"Winning the award last year came as a very pleasant surprise. We certainly hadn't expected to win, given the quality of all of the finalists. The validation of The Drum and the authoritative panel of judges for the love and effort we put into our work was very gratifying. It gave a huge boost to the morale of the whole company. And our clients were delighted too - they already knew we were great, but it's good to have your decision rubber stamped." - NATHAN FULWOOD OF REALISE. WINNERS OF MARKETING SERVICES COMPANY OF THE YEAR 2011.

- Gain positive PR
- Stand out from competitors
- Make your brand/ agency famous
- Prove marketing effectiveness
- Personal and staff development
- Be seen as 'award winning'
- Highlight to customers and clients that they are associated with the best

Judges

The awards will be judged by a panel of senior marketers from the UK which this year includes;

- Hamish Rickman, Virgin Atlantic
- Gail Gardner, Santander
- David George, Mercedes Benz
- Katie Shepphard, Match.com
- Daniela Campari, Wrigley's
- Steve Antoniewicz, Recommended Agency Register

More judges will be announced in the coming weeks. Visit www.thedrummarketingawards.com for updates.

What are the judges looking for?

Judges will mark your entry on

- Creative thinking
- Effectiveness
- Clear and concise results
- Clear evidence of results e.g. testimonials, financials and growth

For more details see the "writing your report"

For more information please contact **Kim Baran** on **0141 559 6078** or kim.baran@carnyx.com

Entry Fees

First entry: £168+VAT

Additional entries: £98+VAT

Charity rate: First entry: £134+VAT

Additional entries: £78+VAT

Entry Deadline

Entries will close on Friday January 20th 2012 at 5pm.

How to enter

1. Visit www.thedrummarketingawards.com
2. Register for the awards to set up your account that will enable you to upload your entries
3. Decide what categories you would like to enter and write a report for each category, following the guidelines.
4. Download the entry template to help you structure your report
5. Once you have written your report in the entry template provided you are ready to upload your submission
6. For each entry complete the relevant boxes and upload your report (Word doc/PDF)
7. Upload your company logo in the box provided (Jpeg only)
8. Upload your clients' logo in the box provided (if applicable, Jpeg only)

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9. Upload your company logo in the box provided (Jpeg only).
10. Upload any images you wish to supplement your report (Maximum of 5, Jpeg only, please note when nominations are announced these images will be displayed).
11. Once you are happy with your entries proceed to the "submit and pay" section.
12. Enter your payment details and confirm your entry. Once payment is processed you will be sent a confirmation email and a receipt will be posted out to you.
13. If you wish to pay by cheque, please leave your entries in your basket, post a cheque payable to Carnyx Group to Kimberley Baran, The Drum Marketing Awards, 4th Floor, 26 Gallowgate, Glasgow, G1 5AB and we will submit your report when your payment is received.
14. If you want to add any more submissions later you can go back into your account and re follow the steps above.

If you have any questions please contact Kimberley Baran on 0141 559 6078 or via email kimberley.baran@carnyx.com

Writing your report

Please write one report for each individual entry. The main report should not exceed 1250 words. You MUST include an additional 250 word executive summary.

Your report should include;

- Your marketing position before you developed your marketing idea and your new strategy, what you did and why it was innovative or special to your organisation.
- Answers to the questions relating to the information required for your specific category
- Provide client testimonials to back up and support your results. These will help to strengthen your report and will not be included in the word count.

CATEGORIES

Grand Prix

Cannot be entered. All entries will automatically be considered.

Chairman's Award

Cannot be entered. All entries will automatically be considered.

1. Brand of the Year

- What strategies did you produce this year? eg. new product, brand strategy etc.
- How did you implement them?
- What measures did you take to improve staff development?
- What results did this produce? eg. increase in brand awareness, change in customer attitudes, what percentage of new business was increased?

2. Marketing Services Company of the Year

- Discuss the service you provide to your client/s.
- Demonstrate innovations.
- Demonstrate results produced for your client/s.
- Excellence in results and quality of work

3. Marketer of the Year (over 4 years marketing experience)

You may enter a report for yourself or for a colleague or other individual who you feel deserves this award

- Demonstrate your contribution to the overall marketing strategy over the past 12 months
- Demonstrate leadership skills
- How did your role contribute to results?
- Describe the results produced

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Categories and Judging Criteria

4. Rising Star of the Year (4 years or less marketing experience)

You may enter a report for yourself or for a colleague or other individual who you feel deserves this award

- Demonstrate the role you have played in your companies overall marketing strategy in the past 12 months
- Describe your personal development
- Describe the results produced
- How did your role contribute to results?

5. New Product/Service Launch Strategy of the Year

- Show innovation and insight
- Show how you used marketing resources effectively to launch the product/service
- Demonstrate evidence of being customer led
- What was achieved – clear results showing qualitative and quantitative results. Use as much evidence as you can provide

6. Re-brand/Re-launch Strategy of the Year

- Show innovation and insight
- Show how you used marketing resources effectively to launch the product/service
- Demonstrate evidence of being customer led
- What was achieved – clear results showing qualitative and quantitative results. Use as much evidence as you can provide

7. Brand Development/Extension Strategy of the Year

- Show how the brand has been extended into new markets or market segments
- Demonstrate and discuss how the strategy was applied
- What was achieved – clear results showing qualitative and quantitative evidence of success

8. Global Brand Strategy of the Year

- Demonstrate presence in different regions, including UK
- Show that each individual markets needs were met
- Show how you overcame barriers
- Show evidence of how you used international networks
- Demonstrate cost effectiveness and how you applied learning from one market to another

9. Customer Insight Strategy of the Year

- What models/processes did you use to gain an insight into your consumer behaviour? eg. focus groups, strategy analysis, database development
- Demonstrate rigour of research process and discovery of genuine insights
- Demonstrate how this insight led to improvements in brand performance and created a customer led strategy as you can provide.
- How did this add value to customers?

10. Customer Reward Strategy of the Year

- Describe reward and loyalty scheme
- What was the return on investment?
- Demonstrate innovations
- How effective was the reward and loyalty activity?

11. Cause Related Marketing Strategy of the Year

- Describe strategy and how it was implemented
- Demonstrate how the strategy was creative and innovative
- Discuss what results were achieved - Raised profile, fundraising target etc

12. Design Strategy of the Year

- Show innovation and creativity
- Demonstrate how the design fit with the overall marketing strategy
- Detail the results the design produced. E.g. on consumer attitudes, increase in revenue et

13. Advertising Strategy of the Year

- Show innovation and creativity
- Demonstrate how the advertising strategy fit with the overall marketing strategy.
- Detail the results the advertising strategy produced. E.g. increased website traffic, changes in consumer attitudes, and increase in revenue.

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Categories and Judging Criteria

14. Direct and Promotional Strategy of the Year

- Show innovation and creativity
- Demonstrate how the direct or promotional strategy fit with the overall marketing strategy
- What was achieved – clear results showing qualitative and quantitative results that were achieved. Use as much evidence as you can provide
- Provide evidence of ROI

15. Digital Strategy of the Year

- Demonstrate innovation and creativity
- Highlight that the digital strategy fit with the core brand values
- Provide clear evidence of results. E.g. website traffic, click through rates, page views per visit and average time spent, changes in customer attitudes etc

16. Social Media Strategy of the Year

- Demonstrate innovation and creativity
- Show that your social media strategy fits with core brand values
- This can include your use of Facebook, Twitter, LinkedIn, Blogs etc
- What was achieved – clear results showing qualitative and quantitative results that were achieved. Use as much evidence as you can provide

17. PR Strategy of the Year

- Show innovation and creativity
- Demonstrate what media was used
- What was achieved – clear results showing qualitative and quantitative results that were achieved. Use as much evidence as you can provide

18. Media Planning and Buying Strategy of the Year

- Describe the strategy
- Show innovation and creativity
- What was achieved – clear results showing qualitative and quantitative results that were achieved. Use as much evidence as you can provide

19. Event or Experiential Strategy of the Year

- Show innovation and creativity
- Demonstrate how event/ experiential fit in with overall marketing strategy
- Demonstrate effectiveness. E.g. number of people attending event, change in customer attitudes and commercial success

20. Sponsorship Strategy of the Year

- Describe sponsorship strategy
- Demonstrate innovation
- What was achieved – clear results showing qualitative and quantitative results that were achieved. Use as much evidence as you can provide

21. Long Term Marketing Strategy

3 Years or More

- Describe overall strategy
- Demonstrate how the long term strategy contributed to business development
- What was achieved – clear results showing qualitative and quantitative results that were achieved. Use as much evidence as you can provide
- Evidence of ROI

Entry Rules

- All entries must be supplied in the format stated in the “How to Enter” section
- The judges reserve the right to re-allocate entries into other categories where they feel necessary
- The organisers reserve the right to retain entries for subsequent publication/exhibition in relation to the awards
- No feedback will be given relating to individual entries
- The judge’s decision is final
- If you do not abide by the rules, which results in a cost to the organisers, then the submitting company is liable for costs
- Each report entered must be treated as a separate entry and payment must be made for each

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