



The Chartered  
Institute of Marketing

# Entry Guidelines

Closing date for submitting entries: 06 October 2017

A large, stylized, light blue graphic resembling a 'W' or a checkmark, composed of multiple overlapping brushstrokes, set against a dark blue background with numerous bright, starburst light effects.

Northern  
Awards  
2017

CELEBRATING MARKETING  
IN THE NORTH OF ENGLAND

# Rules of entry – T's & C's

- 1** All entries to be submitted by the deadline stated, once submitted entries cannot be amended.
- 2** An organisation or individual may enter as many categories as they wish but each category will require a separate application tailored as appropriate.
- 3** The organisers cannot accept any responsibility whatsoever for the protection of right to their products or service.
- 4** The organisers will not accept responsibility for entries which may be damaged, corrupted or lost during submission or otherwise. Applicants should keep a copy of their entry for reference.
- 5** All information disclosed to the judges will remain confidential. The decision of the judges is final in terms of any award made. The organisers will not be obliged to justify their decision or enter into any correspondence. Entries will not be returned.
- 6** The responses for Section 2 A – E must not exceed 2000 words and no supporting evidence will be accepted except for an embedded link to a website or a YouTube video.
- 7** Entrants and prospective entrants are welcome to contact the CIM Network Manager (North) to discuss any aspects of the competition.
- 8** Canvassing or any other direct communication intended to influence the decision of a judge is forbidden.
- 9** Any entrants for the awards must be prepared to receive media coverage and this should be accepted as a condition of entry. Co-operation with the organisers to arrange PR opportunities shall not be unreasonably withheld.
- 10** The organisers reserve the right not to confer awards in a particular category if the standard of entry does not warrant it.
- 11** All personal information submitted will be treated as confidential if so requested and will not, subject to point [9] above be disclosed without the permission of the applicant.
- 12** Sponsors, judges and their clients may enter the awards. However, sponsors judges and their clients may not enter the category that they are sponsoring or judging. Employees of CIM are not permitted to submit an entry. Entries from separate divisions within the same organisation or company are allowed. Agencies/consultants/freelancers may enter work based on a client, or on behalf of a client, but only when accompanied by written approval from the client. Clients may enter work but must make it clear where work has been outsourced and seek the approval of their suppliers before entering.
- 13** Entries are open to organisations or individuals located in the geographical areas of the UK known as North West, North East, Yorkshire or Isle of Man. Where the entry originates from a company whose Head Office is located outside of these areas, the marketing function must be located in one of these areas. Similarly entries are welcome from organisations or individuals located within these areas which include aspects of the work outsourced to organisations or individuals outside of these areas.
- 14** Entries must relate to activity which has taken place between 01 January 2016 and 30 September 2017.
- 15** Entries can be supplied as Word documents, pdfs, PowerPoints etc...

# Entry format

## SECTION 1 – ENTRANTS DETAILS

Please note these details will be used for all future correspondence regarding this specific entry. This information will be used for publicity and literature, therefore please ensure to provide full details.

Name

Job Title

CIM Membership Number (if applicable)

Please note that non-members submitting entries will be charged £25 plus VAT.

Company Name

Company Address

Company Profile

Category Entered:

Please note that a separate entry form is required for each category entered.

- 1 B2B Campaign
- 2 B2C Campaign
- 3 Public Sector Campaign
- 4 Not for Profit Campaign
- 5 Digital Campaign
- 6 Best Use of Customer Insight
- 7 Integrated/Multi-Channel Campaign
- 8 Best Use of Creative
- 9 Best Use of Branding
- 10 Best Campaign
- 11 In-House Team
- 12 Consultant / Freelancer
- 13 Agency

## SECTION 2 – ENTRY DETAILS

This information will be used by the judging panel to assess your entry.

Please note that the total word count for sections A to E must not exceed 2000 words.

**Project Title**

This title will be used in all relevant publicity.

**A. Context**

Describe the background to your entry (categories 11 – 13) or business case for your project (categories 1 – 10). What challenges or opportunities were you faced with? You may wish to include information such as your market(s), customer(s), competition, environment, processes, suppliers or other stakeholders if you feel this is beneficial to your entry.

**B. Aims and Objectives**

State the aim(s) and objective(s) of your entry (categories 10 – 13) or were set for the project (categories 1 – 9).

**C. Strategy**

Outline the strategy behind your entry (categories 11 – 13) or project (categories 1 – 10).

**D. Tactics and implementation**

Set out the plan of activities undertaken to implement the strategy evidencing activity over time against budget. Please include examples. No supporting evidence will be accepted except for an embedded link to a website or to a YouTube video.

**E. Results/measurements/achievements**

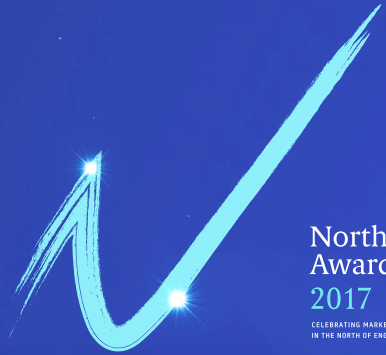
Present the results of the entry (categories 11 – 13) or project (categories 1 – 10). State whether or not they were delivered on time and within budget. Evaluate the project using quantifiable measurements such as sales growth, improvement on Gross Margin, Net Profit achieved, market share, quantified increase in brand recognition and value, cost/benefit analysis, Return On Investment, changes in customer behaviour, sustainable added value to the organisation to demonstrate success. Please use percentages rather than actual monetary values.

# What are the judging looking for?

Please refer to the category listing on the website [www.cim.co.uk/northernawards](http://www.cim.co.uk/northernawards) for specific details of what the judges are looking for in each category.

Please note that all categories will be scored as follows:

	POSSIBLE MARKS
<b>1 PLANNING - SECTIONS A,B,C AND D</b>	
Understanding and application of sound marketing practice	5
Identification of the target marketing/audience	5
Matching the target market/audience and the product/service/offering	5
Matching the creative and media for the target	5
	<b>20</b>
<b>2 DELIVERY/EXCELLENCE IN EXECUTION – SECTIONS D AND E</b>	
Strategic approach	10
Initiative in the approach	10
	<b>20</b>
<b>3 INNOVATION – SECTIONS A,B,C,D AND F</b>	
Innovative solution	10
Creative yet practical	10
	<b>20</b>
<b>4 EFFECTIVENESS/ROI – SECTION E</b>	
Business acumen	10
Good budgetary overview	10
	<b>20</b>
<b>5 WOW FACTOR</b>	
Additional discretionary marks available	20
	<b>20</b>
<b>GRAND TOTAL</b>	<b>100</b>



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### Submitting your entry

Once you have completed your entry, please email it along with a company logo (Colour, EPS/vector file format or Jpeg) to [cimevents@cim.co.uk](mailto:cimevents@cim.co.uk) with CIM Northern Awards 2017 as the subject heading.

In case of query regarding your entry, please contact:

**Diane Earles | Network Manager**  
[Diane.earles@cim.co.uk](mailto:Diane.earles@cim.co.uk)  
**07813 669305**