**MARKETING AND COMMUNICATIONS - ENTRY FORM**

***Please ensure you save your document regularly as you work through the form.***

*All sections must be completed (excluding optional - section 6 and 10).*

*Your entry will be judged in the appropriate Excellence in Business categories and in addition, at the time of judging, your entry will be considered for the additional Awards categories.*

**Supporting Documentation**

Remember – you must provide evidence to support your claims.

Please include any supporting evidence in each of your individual entry documents.

All applications and supporting documentation must be uploaded into the entry portal. Each section of the application is its own **WORD** document with a maximum upload of one **WORD** document (max size 5MB) per section. This document must include any photos or supporting information for the relevant section.

Supporting evidence could include general financial overview - possibly showing changes as percentages rather than actual numbers, performance reports, strategic/ operational plans, examples of quality process or regulatory forms, data tables, graphs, images (.jpg or .eps) or hyperlinks to other forms of media (video etc).

Please ensure you retain a copy of your complete entry with all supporting information.

**SECTION 9: Marketing and Communications**

***(Category Award)***

Demonstrate an understanding around your business approach to marketing in a comprehensive, innovative, and results-driven way. (Maximum 1000 words, please include supporting evidence in your entry document).

★ Can you describe the process behind developing your marketing strategy, including key insights and research?

★ Describe the role your customer feedback or data analytics play in shaping your marketing strategies?

★ What strategies do you use to coordinate cross-channel marketing efforts effectively?

**What the judges are looking for:**

★ An example of a campaign where your marketing efforts led to measurable results such as increased sales, customer engagement, or brand awareness?

★ How you measure the success of your marketing and communications efforts? What key performance indicators (KPIs) do you track?

★ How your organisation use content marketing and storytelling to engage audiences and communicate key messages?

*The box below will adjust in size as you enter your content into it. It is not indicative of the maximum 1000-word count.*

*Please include any supporting evidence in each of your individual entry documents.*