This award recognises marketing campaigns that engage with their target audiences, have a measurable impact, are replicable elsewhere and are great value for money. They can be single medium or multi-channel. The key question will be: does it work well?

|  |  |
| --- | --- |
| **Your entry:** | |
| Title: |  |
| **The judges will be looking for the following to be included in your submission:** | |
| The target group for your marketing campaign and how you tailored the campaign to meet their needs |  |
| The level of engagement and results you achieved, such as how many people you reached, follow-up contact, social media traffic and levels of behaviour change achieved |  |
| Campaign spend and resourcing, including cost per head, benefits to the user and to other stakeholders, such as local authority, an employer, the NHS and so on |  |
| Images/videos: | *Please attach these to the email along with your entry.  Files too large to email should be sent to* [*conferences@landor.co.uk*](mailto:conferences@landor.co.uk) *via* [*www.wetransfer.com*](http://www.wetransfer.com) |
| **Optional:** | |
| Customer and client feedback/testimonials: |  |
| Press cuttings/Links to websites: |  |
| Details of any other awards won: |  |
| |  |  | | --- | --- | | **Contact details:** | | | First name: |  | | Surname: |  | | Organisation: |  | | Job Title: |  | | Email address: |  | | Telephone Number: |  | | Address Line 1: |  | | Address Line 2: |  | | City/Town |  | | County: |  | | Postcode: |  | | **Details of endorsing officer or CEO (if Appropriate):** | | | Full name: |  | | Position: |  | | Telephone number: |  | | Email: |  | | If different from above, Organisation and address: |  | | |
|  | |