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?

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| **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* *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: |       |
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| **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: |       |

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