



FRANCHISE
MARKETING
AWARDS
2010

ENTRY INFORMATION & CRITERIA FOR ALL ENTRIES

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**The deadline for entries is
5pm Friday 26 February 2010**

We regret that entries received after this date will not be considered by the judging panel.

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Important information

Guidelines

- **The entry deadline is 5pm Friday 26 February 2010.** Any entries received after this date WILL NOT be submitted to the judging panel, although payment may still be processed and no refunds can be made.
- Entries should not exceed the specified word limit. Any additional words WILL NOT be submitted to the judging panel.
- All entries must include the entry form (download at businessfranchise.com/awards) and the admin fee of £75 per entry. Entrants can enter more than one award – a charge will be made for each category as applicable.
- All entries should be sent as hard copies (include any supporting evidence and; any online evidence provided should be indicated within the entry as a hyperlink or on a CD-Rom).
- Three copies of each entry should be provided; one of these must be unbound.
- Incomplete submissions will not be considered.
- Submissions will not be returned.
- All material submitted will remain strictly confidential to the judges.
- The marketing campaign must be considered ethical by the judging panel.
- All claims must be substantiated.
- Entrants must be as objective as possible in their entries.
- The judges' decision will be final and there will be no written correspondence regarding their decisions.
- The categories may be changed at the discretion of the organisers.
- The winner of each category will be announced in The Franchise Marketing Awards supplement (within the May issues of Business Franchise Magazine).
- The company logo and two screen shot images of what the entry represents must accompany each entry. This will be used for marketing purposes.
- The Franchise Marketing Awards 2010 is open to all UK franchisors that can demonstrate excellence and achievement in what they do. Eligible franchisors must be registered in the UK and accredited by the British Franchise Association.

PLEASE SEND ALL ENTRIES AND PAYMENTS TO:

The Franchise Marketing Awards, Venture Marketing Group, 6th Floor,
111 Upper Richmond Road, Putney, London, SW15 2TJ

The Awards

All awards recognise the effective and innovative marketing of company products and services.

Best Overall Marketing Campaign

Judges will be looking for a clearly developed theme that has been applied over a period of time (minimum six month campaign). Key criteria will include:

- Development of an idea across at least three media, e.g. advertisements, radio and web
- Consistency and longevity of approach
- Overall impact and brand awareness

Entry requirements:

- Entries must relate to a campaign that has taken place between Jan 2008 – Jan 2010
- Entrants must provide actual examples of promotional material and a maximum of 1,000 words on how the key criteria has been met

Best Website

The judging panel will be looking for an effective website. Websites will be assessed on:

- Use of technology
- Innovative design
- Branding
- 'Website stickiness' (techniques that make the site worth revisiting)
- Content
- Ease of navigation
- Accessibility

Entry requirements:

- Entries must relate to a campaign that has taken place between Jan 2007 – Jan 2009
- Entrants must provide actual examples of promotional material and a maximum of 1,000 words on how the key criteria has been met

Best Franchisee Marketing Support

This award recognises the management and support of your new franchisees' marketing. The judging panel will be looking for a clear demonstration of high standards in training, management and support of your franchisees' marketing activities, as well as evidence of cost-effective results. This can include:

- Monitoring and control of spend
- A clear framework for local marketing
- Evidence of return on investment and overall impact from franchisee marketing spend
- Examples of materials produced

Entry requirements:

- Entries must be submitted by the franchisor
- Entries must relate to the first two years of a franchisee's business
- Entries must relate to a campaign that has taken place between Jan 2008 – Jan 2010
- Entries must show measurable results, incorporating analysis of objectives, spend and outcomes of franchisee marketing
- Entrants must provide a maximum of 1,000 words on the effectiveness of the franchisees' marketing spend

Best TV Advertising Campaign

Judges will be looking for a clearly developed theme and objective that is delivered effectively:

- An advert which grabs and holds the viewers attention
- Effective brand promotion
- Overall impact and quality of the advert

Entry requirements:

- Entries must relate to a campaign that has taken place between Jan 2008 – Jan 2010
- Entrants must provide an example of the advert (on a DVD) material together with a maximum of 1,000 words on how the key criteria has been met

Best Print Advert

This award is based on the creativity of an advert across any medium and whether it captivates the intended audience. The judges will decide if the concept, design, headline and text are memorable, captivating and effective for its purpose.

Entry requirements:

- Entries must relate to a campaign that has taken place between Jan 2009 – Jan 2010
- Entrants must provide an example of the advert (on a DVD) together with a maximum of 1,000 words on how the key criteria has been met

Judges hints & tips

Entrants must adhere to the specified word limit for each entry, whilst clearly demonstrating the eligibility of their marketing campaign for the specific category.

- 1) It is recommended that you approach **the written part** of your entry as follows:
 - Begin with a **brief description** of the campaign, product or service that you are entering
 - Refer to each **specific bullet point**, where specified in an individual category, and provide a brief explanation of how your campaign fulfilled these requirements and the results that were achieved
 - Ensuring that specific evidence is related throughout the main body or text
 - Finally **summarise your entry** in the last paragraph concluding why your company's campaign should be considered for this category
- 2) **The key issue: uniqueness.** The judges will be looking for excellence in promoting ethical franchising, which means raising the profile of franchising to both the general public and potential franchisees with an existing knowledge of the industry.
- 3) If you wish to supply **hard copies of design work** they must be either **mounted or supplied on CD-Rom**, clearly labelled and referenced in your written entry (you may use the supporting evidence section at the end of the entry form).
- 4) **Online campaign** examples will be viewed via your supplied **URL address**. It is recommended that you also **provide printed colour screenshots** of significant website pages. They must be clearly labelled and referenced in your written entry.
- 5) **Testimonials** regarding the specific award category, not the company in general, will be accepted as part of your written entry.