



FRANCHISE
MARKETING
AWARDS
2018

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**Business
Franchise**



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**The deadline for entries is
5pm Friday 6 July 2018**

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

Important information

- The entry deadline is 5pm Friday 6 July 2018. Any entries received after this date will not be submitted to the judges, although payment may still be processed and no refunds will be made.
- The Franchise Marketing Awards 2018 are open to any franchisor that can demonstrate marketing excellence. In order to be eligible you DO NOT have to be a bfa member but you must operate an ethical franchise and comply with the European Code of Ethics.
- Entrants must adhere to the specified word limit for each entry, whilst clearly demonstrating the eligibility of their marketing campaign for the relevant category. For further guidance on how to maximise your chance of winning please refer to the judges' hints and tips on page 4.
- Please return your completed entry via email to Nathalie.Farrugia@vmgl.com. Don't forget to save a copy before you send it!
- All entries must include the entry form and the entry fee of £165+vat per category entered. This fee includes a profile on BusinessFranchise.com.
- Entrants can enter more than one award – a charge will be made for each category as applicable.
- Please send one hard copy of your entry, along with any supporting evidence, to The Franchise Marketing Awards, Venture Marketing Group, Floor 2, 2-4 St Georges Road, Wimbledon, London, SW19 4DP.
- Please also send a high resolution logo and two images which you feel represent your entry to be used for marketing purposes along with 50 words describing your franchise via email to Nathalie.Farrugia@vmgl.com.
- The winners will be announced at The National Franchise Exhibition in October and in the Franchise Marketing Awards feature in the November issue of Business Franchise magazine.
- Entrants must be as objective as possible in their entries and all claims must be substantiated.
- Testimonials regarding the specific award category will be considered as part of your written entry. Those related to the company in general will not be accepted.
- All material submitted will remain strictly confidential to the judges.
- Incomplete entries will not be considered.
- Submissions will not be returned.
- 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.
- For tips on how to complete your entry see page 4.
- If you have any queries please email Nathalie.Farrugia@vmgl.com or call 020 8394 5223.

The Awards

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

Best Print Advert

This award is judged 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:

- Entrants must provide an example of the advert together with a maximum of 1,000 words on how the key criteria have been met
- Entries must relate to a campaign that has taken place between June 2016 and June 2018

Best Website

The judging panel will be looking for an effective website. This can include the franchisee recruitment website or the company's general website.

The judges will consider:

- Innovative design
- Branding
- A distinct USP (a clear sense of what the company offers)
- Engaging content
- Ease of navigation
- Use of technology
- Accessibility
- Ease of use on mobile devices
- Search engine optimisation
- 'Website stickiness' (techniques that make the site worth revisiting)
- Secure payment in line with data security standards if applicable

Entry requirements:

- Entrants must submit a maximum of 1,000 words explaining how the website meets the above criteria along with a URL link and screenshots of the most important web pages
- Entries must relate to a website that is currently live

Best PR Campaign

The judges will be looking for a creative PR campaign which has captured the imagination of the desired audience. The overall success of the campaign will be measured by the relevance of coverage to the franchisor's target market as well as the amount of coverage achieved.

Entry requirements:

- Entrants must supply a maximum of 1,000 words outlining the campaign and its results alongside a portfolio of coverage and statistics relating to the reach of the campaign
- Entries must relate to a specific campaign that has taken place between June 2016 and June 2018

The Awards

Best Online Marketing Campaign

Judges will be looking for evidence of a clearly planned online marketing campaign which provided measurable results.

The campaign might include any of the following:

- Email marketing
- Online advertising
- Social media presence and blogging
- Online PR
- Online viral marketing
- Pay-per-click
- Search engine optimisation

Entry requirements:

- Entrants must provide an example of the advert together with a maximum of 1,000 words on how the key criteria have been met
- Entries must relate to a campaign that has taken place between June 2016 and June 2018

Best Franchisee Marketing Support

This award recognises excellent training, management and support provided to new franchisees' to aid their marketing activity.

The judges will consider:

- Monitoring and control of spend
- A clear framework for local marketing
- Entries must show measurable results, incorporating analysis of objectives, spend and outcomes of franchisee marketing efforts

Entry requirements:

- Entries must be submitted by the franchisor
- Entrants must provide a maximum of 1,000 words explaining how the criteria have been met
- Entries must relate to the first two years of a franchisee's business and a campaign that has taken place between June 2016 and June 2018

Best Overall Marketing Campaign

Judges will be looking for a clearly developed theme that has been applied over a period of at least six months.

Key criteria:

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

Entry requirements:

- Entrants must provide examples of promotional material and up to 1,000 words demonstrating how the key criteria have been met
- Entries must relate to a campaign that has taken place between June 2016 and June 2018

Advice

Judges' hints and tips

- 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.
 - Directly address each aspect of the entry criteria set out in this document for your chosen category and provide a brief explanation of how your campaign fulfilled these requirements and the results that were achieved.
 - Provide clear evidence for any claims you make.
 - Summarise your entry in the last paragraph concluding why your company's campaign should be considered.
- Your entry (not inclusive of supporting materials) must not exceed 1,000 words. Any additional words will not be presented to the judging panel.
- You may supply supporting evidence as outlined below. Please reference each piece in your written entry and make it clear why it is relevant.
- 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.
- Don't forget to show us what makes your campaign unique!
- Good luck!

Supporting evidence

You may supply supporting evidence in the following formats:

- A live URL link – N.B Please send full instructions i.e. if you are providing a URL that requires a password, please ensure you provide it with the entry. It is also recommended that you provide printed screenshots of significant web pages which are clearly labelled and referenced within your entry.
- A demonstration CD/DVD/memory stick or other simulation – please send one copy in the post.
- Marketing material – please enclose a single copy of each example. They must be clearly labelled and referenced within your written entry.

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