



**FRANCHISE  
MARKETING  
AWARDS  
2020**

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**The deadline for entries is  
5pm Friday 3 July 2020**

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

# Important information

- The deadline for entries is 5pm Friday 3 July 2020. 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 2020 are open to any franchisor that can demonstrate marketing excellence. You DO NOT have to be a member of the British Franchise Association, 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. Entrants must be as objective as possible in their entries and all claims must be substantiated.
  - All material submitted will remain strictly confidential to the judges, unless the information provided is for use in the awards' promotional activity.
  - 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.
  - The winners will be announced at The National Franchise Exhibition on Friday 2 October 2020.
  - All finalists and winners will\*:
    - Be listed on BusinessFranchise.com
    - Be included in an email to the Business Franchise database
    - Be included in relevant press releases
    - Be listed in the Franchise Marketing Awards feature in the November issue of Business Franchise Magazine
    - Receive a Franchise Marketing Award finalist/ winner logo to use on marketing materials
    - Receive a certificate to display
    - Be offered unlimited complimentary tickets to the Franchise Marketing Awards ceremony
  - Winners will also receive\*:
    - A complimentary solus e-shot to the Business Franchise database (worth £1,000)
    - A Franchise Marketing Award to display in the office
    - Prominent exposure in the Franchise Marketing Awards feature in the November issue of Business Franchise Magazine
  - Each franchise brand's first entry will be charged at £395+vat and will include a 3-month profile on BusinessFranchise.com and an inclusion in the Business Franchise Featured Franchise e-newsletter (worth £965+vat). Subsequent entries will be charged a £165+vat admin fee.
  - To enter the Franchise Marketing Awards, please email the following to **franchise@vmgl.com** before 5pm on Friday 3 July 2020:
    - A completed entry form
    - Up to 1,000 words per category entered, clearly indicating which category it is for, plus any relevant supporting material
    - A high resolution logo
    - 50-word description of your franchise opportunity
    - 2 print-quality images which you feel represent your entry/entries
  - Payment must also be processed before the deadline at 5pm on Friday 3 July 2020.
  - The 3-month profile on BusinessFranchise.com must be used before 18 December 2020. Live date to be agreed with VMG account manager and content due 10 days before. Featured Franchise e-shot content will be taken from the profile.
  - Entrants not wishing to take advantage of the greatly reduced rate for BusinessFranchise.com promotion can opt out and will be charged an admin fee of £165+vat for each entry.
- If you have any queries, please email **franchise@vmgl.com** or call 020 8394 5200.

\*Details of the promotional package and dates may vary at the discretion of the organiser.

# 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 2018 to June 2020

## 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
- '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 2018 to June 2020

# The Awards

## Best Social Media Campaign

The judges will be looking for a creative, strategic social media campaign which has resulted in measurable results for franchisees.

### The winning campaign:

- May utilise one or more social media channels
- Can include paid-for activity as long as this is clearly indicated
- Will have targeted a relevant audience in an innovative way
- Must include multiple examples tying into a clear theme
- Must have added value to franchisees in a measurable form (i.e. additional web traffic, increase in enquiries etc)

### Entry requirements:

- Entrants must provide examples of the campaign alongside a maximum of 1,000 words explaining how the key criteria have been met, including supporting data
- Entries must relate to specific campaign that has taken place between June 2018 and June 2020

## Best Online Marketing Campaign

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

### The campaign should include two or more 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 examples of the campaign 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 2018 and June 2020

# The Awards

## Best Franchisee Marketing Support

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

### The judges will consider:

- A clear framework for local marketing
- Monitoring and control of spend
- 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 support that has been provided between June 2018 and June 2020

## 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 2018 and June 2020

# 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!

## Supporting evidence

You may supply supporting evidence in the following formats:

- As attachments to your email entry. Please ensure each is clearly labelled, indicating the entry which it is referenced in.
- As a live URL link – NB. Please do not forget to send a username and password if the website requires a log in. It is recommended that you also provide screenshots of key web pages referenced in your entry.
- A CD/DVD/memory stick/press cut outs/marketing examples via post. Please send these to: FAO Franchise Marketing Awards, Floor 2, 2-4 St Georges Road, Wimbledon, SW19 4DP.
  - N.B. It is not necessary to post us a copy of your entry unless the supporting evidence requires you to do so.

If you have any queries, please email [franchise@vmgl.com](mailto:franchise@vmgl.com) or call 020 8394 5200