

## Nomination Form – Best Online Marketing Campaign

**\*All company and program/campaign names provided will appear as is on the Award.**

### 1. Contact information:

Name:  
Job Title:  
Company:  
Email Address:  
Phone Number:

2. Name of Campaign/Program (if selected as a finalist, this name will appear on award):
3. When was this campaign/program launched?
4. Description of campaign or program. Outline the Situational Analysis or Business Objective, Marketing Strategy and Campaign Execution. What specific online tools and mediums were used in the campaign? (Up to 450 words)
5. Describe the Results: The impact of the marketing initiative on the overall business objectives/results and marketing strategy achievements against campaign metrics. (up to 150 words)

### **NEW Criterion for Supporting Materials**

Optional (but highly recommended), a collection of supporting files and work samples (PDF format), Website addresses and/or videos to support your entry and provide more background information to the judges. **Supporting files must be limited to three documents only and must be submitted electronically.** Supporting files are NOT required in both official languages.