

Nomination Form – Best 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. (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.