

Nomination Form – Marketing Campaign

*The company and campaign names provided will appear as is on the Award.

1. Contact information:

Name:

Job Title:

Company:

Email Address:

Phone Number:

2. Campaign Details:

a. Name of Campaign:

b. When was this campaign launched:

3. Description of campaign: (Up to 400 words)

a. Situational Analysis

b. Business Objective

c. Marketing Strategy

d. Campaign Execution

4. What specific tools and mediums were used in the campaign? (Up to 250 words)

5. Describe the Results: (up to 150 words)

a. Impact of the marketing initiative on the overall business objectives/results:

b. Marketing strategy achievements against campaign metrics:

Supporting Materials

Please provide files, links, and samples to support your submission and provide more information to the judges: Video and Website pages describing or showing the campaign (no more than 3 links); PDF files with product and marketing details (no more than 3 pages). **All submissions must be made electronically.**

*Supporting files are NOT required in both official languages.

Send product samples (if applicable) to:

Attention: COPA Awards Committee

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Canada