



The Chartered
Institute of Marketing



Northern Awards 2016

CELEBRATING MARKETING
IN THE NORTH OF ENGLAND

ENTRY FORM

Closing date for submitting entries:

30 September 2016

Rules of entry – Terms and Conditions

1. All entries to be submitted by the deadline stated, once submitted entries cannot be amended.
2. An organisation or individual may enter as many categories as they wish but each category will **require a separate application** tailored as appropriate.
3. The organisers cannot accept any responsibility whatsoever for the protection of right to their products or service.
4. The organisers will not accept responsibility for entries which may be damaged, corrupted or lost during submission or otherwise. Applicants should keep a copy of their entry for reference.
5. All information disclosed to the judges will remain confidential. The decision of the judges is final in terms of any award made. The organisers will not be obliged to justify their decision or enter into any correspondence. Entries will not be returned.
6. The responses for Section 2 A – F must not exceed 2000 words and no supporting evidence will be accepted except for an embedded link to a website or a YouTube video.
7. Entrants and prospective entrants are welcome to contact the CIM Network Manager (North) to discuss any aspects of the competition.
8. Canvassing or any other direct communication intended to influence the decision of a judge is forbidden.
9. Any entrants for the awards must be prepared to receive media coverage and this should be accepted as a condition of entry. Co-operation with the organisers to arrange PR opportunities shall not be unreasonably withheld.
10. Finalists may be required to submit a summary of their entry with logo and other visual images, without delay, for publication in promotional material. The organisers reserve the right to amend the copy provided if necessary.
11. The organisers reserve the right not to confer awards in a particular category if the standard of entry does not warrant it.
12. All personal information submitted will be treated as confidential if so requested and will not, subject to point [9] above be disclosed without the permission of the applicant.
13. Sponsors, judges and their clients may enter the awards. However, sponsors judges and their clients may not enter the category that they are sponsoring or judging. Employees of CIM are not permitted to submit an entry. Entries from separate divisions within the same organisation or company are allowed. Agencies may enter work based on a client but only with the approval of the client. If multiple entries are submitted by an agency they should be in the name of the client. Clients may enter work but must make it clear where work has been outsourced and seek the approval of their suppliers before entering.
14. Entries are open to organisations or individuals located in the geographical areas of the UK known as North West, North East, Yorkshire or Isle of Man. Where the entry originates from a company whose Head Office is located outside of these areas, the marketing function must be located in one of these areas. Similarly entries are welcome from organisations or individuals located within these areas which include aspects of the work outsourced to organisations or individuals outside of these areas.
15. Entries must relate to activity which has taken place between 1 January 2015 and 30 September 2016.

Entry Form

Please complete all sections of the entry form

Section 1 – Entrant Details

Please note these details will be used for all future correspondence regarding this specific entry. All fields are compulsory. This information will be used for publicity and literature, therefore please ensure all sections are completed accurately.

Title			
First name		Surname	
Job Title			
CIM Membership Number (if applicable)			
<i>Please note that non-members submitting entries will be charged £25 plus VAT.</i>			
Company name			
Company address			
Town		Postcode	
Contact number		Email	
Company profile/overview (100 words max) to include website URL			
Category entered (Separate entry form required for each category entered). Please select:	Choose Your Category (please refer to website for full descriptions) <input type="checkbox"/> Digital Marketing Campaign <input type="checkbox"/> B2B Campaign <input type="checkbox"/> B2C Campaign <input type="checkbox"/> Best Low Budget Campaign <input type="checkbox"/> Public Sector <input type="checkbox"/> Not for profit Campaign <input type="checkbox"/> Use of Customer Insight <input type="checkbox"/> Best Northern Region Campaign <input type="checkbox"/> Northern In-House Marketing Team <input type="checkbox"/> Northern Consultant / Freelancer <input type="checkbox"/> Northern Small Agency <input type="checkbox"/> Northern Large Agency		

Section 2 – Entry details

Please complete all sections as accurately as possible as this will be used by the judging panel to assess your entry.

The total word count for sections A to F must not exceed 2000 words.

Project Title (categories 1-8 only).

Enter title or name of marketing project to which the entry relates. This title will be included in all relevant publicity, literature and winning announcements.

A. Context.

Describe the background to your entry (categories 9-12) or business case for the project (categories 1-8). What challenges or opportunities were you faced with? You may wish to include information such as your market(s), customer(s), competition, environment, processes, suppliers or other stakeholders if you feel this is beneficial to your entry.

B. Aims and objectives.

State the aim(s) and objective(s) of your entry (categories 9-12) or were set for the project (categories 1-8). How did you meet the objectives?

C. Strategy.

Outline the strategy behind your entry (categories 9-12) or project (1-8).

D. Tactics and implementation.

Set out the plan of activities undertaken to implement the strategy evidencing activity over time against budget. Please include examples. No supporting evidence will be accepted except for an embedded link to a website or to a YouTube video.

E. Results/measurements/achievements.

Present the results of the entry (categories 9-12) or project (1-8). State whether or not they were delivered on time and within budget. Evaluate the project using quantifiable measurements such as sales growth, improvement in Gross Margin, Net Profit achieved, market share, quantified increase in brand recognition and value, cost/benefit analysis, return on investment, changes in customer behaviour, sustainable added value to the organisation to demonstrate success.

F. Summary.

Provide a brief summary of your entry stating why you feel it deserves a CIM Northern Award 2016.

G: Date of project.

Provide the start and, if appropriate, finish dates of the relevant marketing activity for this project.

Start date		Finish date	
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Section 3 – Statement

Provide a brief statement of your project (150 words) to be used for promotional purposes.

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Section 4 – Declaration

I confirm that I have read and agree to CIM Northern Awards 2016 terms and conditions (as stated within this document and website) and that the information given in this entry, plus that in any links, is both accurate and correct.

Name	
Job title	
Company name	
Date	

Submitting your entry

Once you have completed the Entry Form, please email it along with a company logo (Colour, EPS/vector file format & Jpeg) to cimevents@cim.co.uk with CIM Northern Awards 2016 as the subject heading.

In case of query regarding your entry, please contact:

Diane Earles

Network Manager

diane.earles@cim.co.uk

07813 669305



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