



The Chartered  
Institute of Marketing

# Ireland Marketing Awards 2016

**ENTRY FORM**

**Closing date for submitting entries  
30 September 2016 at 15:00 hours**

## Rules of entry – Terms and Conditions

1. All entries to be uploaded by the deadline stated, once submitted entries cannot be amended.
2. An organisation may enter up to three categories 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 (Ireland) 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. Entrants' contact details will be shared with the sponsors.
14. Sponsors and their clients may enter the awards. However sponsors may not enter the award category that they are sponsoring. The following will not be permitted to submit an entry: (A) Employees of CIM. (B) CIM volunteers serving on Awards Committee. (C) Members of the judging panel cannot enter the Awards.
15. 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. Only one entry in the name of the agency itself is allowed. Clients may enter work but must make it clear where work has been outsourced and seek the approval of their suppliers before entering.
16. Entries are open to companies located in Northern Ireland or the Republic of Ireland. Where the entry originates from a company whose Head Office is located outside Northern Ireland or the Republic of Ireland, the marketing management must be located in either Northern Ireland or the Republic of Ireland. Similarly entries are welcome from companies located within Northern Ireland or the Republic of Ireland which include aspects of the work outsourced to companies outside Northern Ireland or the Republic of Ireland as long as the project was managed from within Northern Ireland and or the Republic of Ireland.
17. Entries must relate to activity which has taken between 1 June 2015 to 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			
Company name			
Company address			
Town		Postcode	
Contact number		Email	
Company profile/overview (100 words max) to include website URL			
<p>Category entered (Separate entry form required for each category entered).</p> <p>Please select:</p>	<p>Choose Your Category (please refer to website for full descriptions of categories )</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Public sector</li> <li><input type="checkbox"/> Not-for-Profit sector</li> <li><input type="checkbox"/> Construction, engineering, automotive, transport, other manufacturing</li> <li><input type="checkbox"/> Hotels, leisure, events, travel and tourism</li> <li><input type="checkbox"/> Professional services</li> <li><input type="checkbox"/> FMCG</li> <li><input type="checkbox"/> Food and drink</li> <li><input type="checkbox"/> Technology, including software</li> <li><input type="checkbox"/> Creative industries</li> <li><input type="checkbox"/> Life sciences (human and veterinary) and agriculture</li> <li><input type="checkbox"/> Marketing team (in-company)</li> <li><input type="checkbox"/> Independent marketer of the year</li> <li><input type="checkbox"/> Marketing exporter of the year in international sales and marketing</li> </ul>		

## 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.**

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 and business case for this project. What challenges or opportunities were you faced with? You may wish to include information such as your market(s), customers(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) that were set for this project; how did you meet the objectives and bring the campaign to life.

**C. Strategy.**

Identify the strategy taken to ensure this campaign was successful and impactful.

**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 project. 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 project and include why you feel it deserves a CIM Ireland Marketing Awards 2016.

**G: Date of project.**

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

<b>Start date</b>		<b>Finish date</b>	
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**Section 3 – Statement**

Provide a brief statement of your project (150 words) to be used for promotional purposes on websites, finalist brochure and winners presentations.

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**Section 4 – Declaration**

I confirm that I have read and agree to CIM Ireland Marketing 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 [judith@libra-events.com](mailto:judith@libra-events.com)

## **In case of query regarding your entry, please contact:**

Carol Magill  
Network Manager (Ireland)

[Carol.magill@cim.co.uk](mailto:Carol.magill@cim.co.uk)



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