



# "CLICK & ORDER" LEADERSHIP (ONLINE ORDERING PLATFORM) AWARD

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This award recognizes Electro-Federation Canada (EFC) member companies who are demonstrating excellence in their use of the Internet and/or mobile technology as platforms for online ordering. **On your entry form, note your category of entry, whether your company is an electrical manufacturer, distributor or manufacturers' representative, and with sales of either less than or greater than \$50 million.**

**Submissions must be from Electro-Federation Canada (EFC) members** and must detail an online ordering platform\* that fulfills Canadian transactions for online sales of electrical and/or electronic products.

For 2016 examples, visit [www.electrofed.com/announcing-2016-efc-award-winners](http://www.electrofed.com/announcing-2016-efc-award-winners)

## The following must be included with your submission (please submit in Word format):

The award-winning online ordering platform should have:

- 1) **PRODUCT INFORMATION:** Variety • Availability • Pricing details • Supporting documents (i.e. data sheets, brochures)
- 2) **TRANSACTIONAL CAPABILITY:** If applicable, include details on secure payment features (secure payment gateway, SSL certification, etc.)
- 3) **ONLINE CUSTOMER SUPPORT**
- 4) **INNOVATIVE SITE DESIGN, NAVIGATION AND EASE-OF-USE**
- 5) **RETURN/EXCHANGE & SHIPPING OPTIONS**

Please include screenshots of your online ordering Website and include any other supporting material (campaign material, customer feedback, etc.) that might enhance your submission.

## CAMPAIGN DETAILS

Applicants are encouraged to include the following supporting data with their submissions:

- 1) Measurable metrics (number of transactions/purchases\*\*, number of online customers, product availability and fulfillment rates)
- 2) Unique features of the e-Commerce site (B2B and/or B2C processes, customer experience/engagement mechanism, enhanced customer support options)
- 3) Overview of a measurable integrated campaign for the e-Commerce Website

**Please submit via application site at [marketingawards.electrofed.com](http://marketingawards.electrofed.com)**

- Completed Submission Form • Program Overview (Objective, Strategy, Results, Addresses Category Criteria). Maximum 500 words.
- High & Low Resolution Campaign Creative Materials (EPS or JPEG)

\* This award category **does not** include EDI, data warehousing platforms. \*\* Include data on Canadian transactions as well as North American/global data.

**Deadline: June 30th, 2017**

**Judging & Awards:** The EFC Marketing Awards submissions will be judged by a panel of electrical & electronics industry and non-industry experts. Award recipients will be announced in October 2017. **EFC staff and members are not judges.**

**Eligibility:** These awards are applicable for **2016 and 2015** marketing programs developed and executed in Canada (it can also have started prior to these dates and/or be ongoing).

**Submission Checklist:** Note: Please ensure your submission is complete and includes supporting material to meet category criteria (i.e. web links, PDF attachments, strategy documents etc.).

- The application must be in a written paragraph format; bullet points will not be accepted.
- Please select the category and complete the required information.
- There is no limit to the number of entries; only one entry per submission form, please.

\$100 per submission. For further information, contact [info@electrofed.com](mailto:info@electrofed.com)

**Enter submission at [marketingawards.electrofed.com](http://marketingawards.electrofed.com)**



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