



INTEGRATED MARKETING AWARD

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your market resource

On-Line Application Sponsor: **RhythmQ**
online awards & digital marketing

This Award recognizes the best overall integrated marketing campaign. 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 Integrated Marketing Campaign that achieved the program objectives by using comprehensive marketing strategies.

For 2016 examples, visit www.electrofed.com/announcing-2016-efc-award-winners

Integrated marketing programs can focus on products, services or brand enhancements.

Evaluation of the submissions will be based on whether the campaign met its objectives and whether best practices were demonstrated.

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

- Outline the **marketing campaigns objectives**. Provide program and marketing materials: photos, print, video, merchandising, web, marketing kit. Describe sales and marketing strategies: e.g. media plan, trends overview, market segments, target markets (primary and secondary).
- Describe the program **timelines and milestones**, include measurement of timetables and benchmarks.
- Describe what steps were taken to create the program: Discuss **action plan, core message, overall strategy and implementation**, e.g. positioning, product, distribution, communications, promotion.
- Provide an overview of the **communication strategy**: explain the strengths, challenges and opportunities.
- What **tools or methods** were used to meet the objectives: social media plan, print, sales promotion, advertising (including which media), social, public relations, email marketing, search engine strategy. Provide results and strategies tied to promotional programs.
- What analytics were used to measure the program's effectiveness, impact and success? **Provide evaluation tools**: e.g. lead tracking systems, sales reviews, variables.
- How was the **program received** by your organization, customers and vendors? Describe the overall results of this program.
- What **specific action** taken was critical to the success of the campaign?

Please submit via application site at 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)

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

Enter submission at marketingawards.electrofed.com



ELECTRO-FEDERATION
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