

# 5<sup>th</sup> Annual EFC MARKETING AWARDS



## CALL FOR 2018 ENTRIES

Profile your organization as a leader in the Canadian electrical industry by showcasing your innovative marketing campaigns. Previous winners have received high return on their award recognition, including the ability to leverage their win for press coverage, sales opportunities, and providing recognition to team members and partners who supported the campaign.

There are five 2018 award categories: Event Trade Show, Digital Innovation, Integrated Marketing, Merchandising & Display, and Social & Sustainability. From all award submissions, a best-practice list will be created to share with the industry. In addition, an EFC Marketer of the Year recipient will be selected and honoured at the EFC Annual Conference in May 2019.

**ENTRY Deadline:** July 18th, 2018

**Submit via Online Application:** [marketingawards.electrofed.com](http://marketingawards.electrofed.com)

**Judging & Awards:** All EFC Marketing Award submissions will be judged by a panel of experts in each category. EFC staff and members are not judges. Award recipients will be announced on November 6th, 2018 at the EFC Future Forum event.

**Confidentiality:** Note all entry information is kept strictly confidential for review only by judges and the EFC VP, Member Engagement & Corporate Partnerships. Selected entries are only published with content approval/permission by the selected organizations.

**Eligibility:** These awards are applicable for 2017 and 2018 marketing programs developed and executed in Canada (it can also have started prior to these dates and/or ongoing, and final results must be included). Program is open only to EFC members.

**Categories:** Award recipients will be chosen in each of these categories: 1. Manufacturer (over \$50 million) 2. Manufacturer (under \$50 million) 3. Distributor (over \$50 million), 4. Distributor (under \$50 million) 5. Manufacturer Sales Rep.

**Submission Checklist:** The online award submission site at [marketingawards.electrofed.com](http://marketingawards.electrofed.com) enables you to enter with the ease of uploading existing support documents. Please ensure your submission is complete and includes support material and results to meet specific category criteria (i.e. web links, PDF attachments, strategy documents etc.).

**Click here** for an excellent example from 2017 Award submissions.

**Cost:** There is no limit to the number of entries; only one entry per submission form. \$100 per submission.

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## AWARD CATEGORIES

1. **Digital Innovation** sponsored by Electrical Business
2. **Event Trade Show** sponsored by Electrical Line
3. **Integrated Marketing** sponsored by Kerrwil Publications
4. **Merchandising & Display** sponsored by Integrated Display Group
5. **Social & Sustainability** sponsored by Product Care

## 1. DIGITAL INNOVATION

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### ELECTRICAL BUSINESS

This Award recognizes the best overall digital marketing initiative or campaign. This award is only for digital initiatives. **For campaigns with multiple platforms, please enter in the Integrated Marketing Award category.**

If you've used digital technologies, tactics, applications, and platforms to market your products and/or services, tell us about these online marketing initiatives and how they helped you to reach your current and prospective customers more effectively than ever before.

Your Digital Marketing application may showcase one or a few amazing initiative(s), or a comprehensive set of applications and tactics employed across multiple platforms and on a variety of digital technologies.

#### Evaluation Criteria:

**Concept:** What was your Big Idea, and was it a great one? Is it comprehensive – How many digital tactics does it involve? *Describe the Campaign Background & Summary, Strategy and Objectives.* How does it compare with known Digital Marketing Leaders?

**Creativity and Imagination:** Is it new, innovative and creative? What special features does it have? Do you lead your industry and others with this?

**Execution:** Demonstrate the elements that describe a digital approach. Is it practical, economical, and easy to use? Is it versatile, dynamic, easy to modify, and adaptable? Is it integrated, consistent, and well targeted? Is there a sound plan/calendar? Can it keep pace with market change?

**Message:** Are your messages attractive, topical, clear, uncluttered, and focused on the intended audience?

**Effectiveness:** Provide results aligned to objectives. How well and how fast did you meet or surpass your objective(s)? How did your customers and your market respond to it? Did it improve your brand visibility, and gain you publicity and recognition? Did it help you increase sales or market share? Do you lead your industry and others with this?

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## 2. EVENT TRADE SHOW

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**ELECTRICAL LINE**  
M A G A Z I N E

The award is for customer events. Recipients are selected by demonstrating how to produce a successful event. Submissions are judged on the merits and outcomes of the events itself; with focus on the event details and post-event objectives attainment and measurement.

### **Evaluation Criteria:**

**Concept:** What was your Big Idea, and was it a great one? *Describe the Campaign Background & Summary, Strategy and Objectives.*

**Creativity and Imagination:** Is it new, innovative and creative? Demonstrate uniqueness and innovation for the event concept.

**Execution:** Demonstrate the elements the event was comprised of (exhibits/table-tops, workshops, meals, etc.). Who did you use to help make the event successful (i.e. partners, such as distributors, manufacturers, associations, media, etc.) Did you involve the channel – and how? (i.e. lunch & learns prior to a main event that were used to promote the main event). Demonstrate any in-house development of the event. What did you use to attract attendees? (e.g. giveaways, discounts, celebrity appearance, contests, etc.)

**Message:** Are your messages attractive, topical, clear, uncluttered, and focused on the intended audience? Did the event have a specific theme (e.g. Mardi Gras, Olympics, etc.)?

**Effectiveness:** Provide results aligned to objectives. How well and how fast did you meet or surpass your objective(s)? How did your customers and your market respond to it? Did it improve your brand visibility, and gain you publicity and recognition? Did it help you increase sales or market share? Do you lead your industry and others with this? Were there any learning opportunities (i.e. workshops, education sessions, etc.)? Was there an opportunity to get any accreditation points (i.e. LEED certification, etc.)? Provide examples or guidelines to demonstrate a successful event. Bonus marks: support for a charity or not-for-profit component, and for using Canadian content for learning opportunities.

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## 3. Integrated Marketing

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The Integrated Marketing Award was established to recognize excellence in the bringing together of numerous marketing tools to build brand, increase sales, create awareness or increase engagement with a core audience. If you and your team have been successful in integrating a campaign that delivered you great results, we hope you will enter it now into the best Integrated Marketing Campaign. **The award should have three or more aspects such as digital, print, direct marketing etc. For Digital only campaigns, please enter the Digital Innovation Award.**

Submissions must detail an Integrated Marketing Campaign that achieved the program objectives by using comprehensive marketing strategies. 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.

### Evaluation Criteria:

**Concept:** What was your Big Idea, and was it a great one? *Describe the Campaign Background & Summary, Strategy and Objectives.* The Integrated Marketing Award will recognize those who use a combination of at least three disciplines (e.g. Advertising, Digital, Point of Sale, Event, Direct Engagement, Direct Marketing, Social Media, Community Engagement, Experiential and Innovative Media) coordinated around a unified creative idea, to drive significant results. Your campaign is a multi-disciplinary, concerted effort using the strengths of various mediums and shows the whole is greater than the sum of its parts. Executive Summary: Background of campaign, trends, target markets, duration. Objectives: Goals, core message, targets. Strategy: For example SWOT analysis, Media/Social Media/PR plan, timelines and milestones (include measurement if possible).

**Creativity and Imagination:** Is it new, innovative and creative? Demonstrate uniqueness and innovation such as how the USPs (Unique Selling Propositions) were translated into creative positioning and execution. Outline the creative elements of the campaign.

**Execution:** Provide the action plan, e.g. positioning, product, distribution, communications, promotion. Outline tactics such as digital, sales promotion, advertising, social, public relations, email and direct marketing, SEO strategy. Include supporting materials: Provide program and marketing materials, e.g. photos, print, video, merchandising, web, marketing kit.

**Message:** Are your messages attractive, topical, clear, uncluttered, and focused on the intended audience? Please provide details and examples.

**Effectiveness:** Provide results aligned to objectives. How well and how fast did you meet or surpass your objective(s)? How did your customers and your market respond to it? Did it improve your brand visibility, and gain you publicity and recognition? Did it help you increase sales or market share? Do you lead your industry and others with this? Include CRM tools, MA tools, Analytics used to measure the program's effectiveness, impact and success e.g. lead tracking systems, sales reviews, variables. Tracking targets against actual results. Overall success: Success criteria (tangible/intangible) and explanation of success.

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## 4. Merchandising & Display

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Describe how you found a new and innovative way to show off your company, display your brands, or merchandise your products. Share your approach and you may be recognized by the industry and receive a 2018 EFC Merchandising and Display Award!

Submit information about your new:

- Point-of-Purchase Product or Application Display
- Showroom or Storefront Design
- Interactive System or Learning Centre
- Mobile Truck or Trailer

### Evaluation Criteria:

**Concept:** What was your Big Idea, and was it a great one? *Describe the Campaign Background & Summary, Strategy and Objectives.* How are you showcasing yourself (theme, tag line, key imagery, use of colour, use of technology)? How does your approach connect with people and their needs, wants, and behaviours?

**Creativity and Imagination:** Is your initiative new, innovative and creative? What special features does it have? Do you lead your industry and others with this merchandising or display?

**Execution:** Demonstrate the elements the event was comprised of. Is your merchandising or display practical, economical, and easy to use? Is it versatile, easy to move and install, and adaptable? Does it suit the location, and is it optimized to the space including the people and activities in it? (e.g. small, medium and/or large locations; indoor or outdoor; stationary or mobile, hot/cold and rain or shine)

**Message:** Is your message clear, uncluttered, and focused on the intended audience?

**Effectiveness:** Provide results aligned to objectives. How well and how fast did you meet or surpass your objective(s)? How did your customers and your market respond? Did the approach improve your brand visibility, and gain you publicity and recognition? Did it last? Did it help you increase sales or market share?

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## 5. SOCIAL & SUSTAINABILITY

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This award recognizes exemplary success in innovation contributing to the community and environment. The award will showcase the organization that best demonstrates leadership, commitment to action, and real world social and environment

impact from across its business. The judges will seek a high performing organization that has evidenced its influence on surrounding communities, promoted teamwork toward sustainable, long-term impacts and encouraged active employee participation beyond mere financial contributions. This award will be measured against three pillars of Corporate Social & Sustainability: People, Planet, Profit. This can be a program with a charity or a sustainability program on organization environmental improvements.

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

### Evaluation Criteria:

**Concept:** What was your Big Idea, and was it a great one? Describe the *Campaign Background & Summary, Strategy and Objectives*. **Pillar 1 - People:** The Social The social or economic impact to communities/beneficiaries. Is there a local/regional or national impact? Describe the employee engagement/volunteerism component level of opportunity and participation for all levels of employees. **Pillar 2 - Planet:** Environment Sustainability occurs when processes, systems and activities reduce the environmental impact of an organization's facilities, product or operations. Outline your strategy to manage your resources in an environmentally conscious manner. **Pillar 3 - Profit:** Economics Define strategies that promote the utilization of socio-economic resources to their best advantage and benefits to the business.

**Creativity and Imagination:** Is it new, innovative and creative? What special features does it have? Do you lead your industry and others with this?

**Execution:** Describe how your specific program was executed and if other partners involved such as a charity (e.g. Habitat for Humanity/hospital etc.) or association/government etc.

**Message:** Are your messages attractive, topical, clear, uncluttered, and focused on the intended audience? Did the event have a specific theme?

**Effectiveness:** How well and how fast did you meet or surpass your objective(s)? How did your customers and your market respond to it? Did it improve your brand visibility, and gain you publicity and recognition? Did it help you increase sales or market share? Tracking targets against actual results. Overall success: Success criteria (tangible/intangible) and explanation of success.

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