



ENTRY FORM

PR & Marketing Campaign of the Year

How to enter:

Please read the judging criteria carefully before writing and submitting your entry to ensure you have selected the most appropriate category for your business.

Eligibility criteria:

Entries will only be accepted for business, charities and individuals with their trading address in the GL7 postcode area or members of the Cirencester Chamber of Commerce.

Judging criteria:

Have you done something creative this year; used the media to promote your brand; or communicated your message in a new and unusual way? The PR and Marketing category will reward a business or organisation that demonstrates a well run marketing campaign with measurable achievements. The winner will have truly demonstrated their understanding of their target market; their ability to reach out to them in a variety of creative way and a significant return on investment.

- Clear marketing and PR goals
- Creativity in achievement of goals
- Establishment and adherence to budget
- Demonstrable return on investment

Closing Date:

Entries must be received by 5.30pm on 30th March 2012

Cancellation:

Cirencester Chamber of Commerce reserves the right to remove an Award category if less than 3 entries are received by the closing date. If this occurs, you will be notified and given the opportunity to enter an alternative category.

Entry Format:

Entries will only be considered using the official entry form.

Entries will be allowed via post and email (to the addresses shown below).

You may enter more than one category; a new form should be completed for each entry.

Entry Statement:

Please describe in your own words (750 max) why your business should win the award selected. Refer to the judging criteria to ensure you have clearly responded to the requirements for the relevant award. Please attach your statement to the Entry Form.

Supporting Material:

Additional, supporting material may be submitted (max 6 sides of A4)

Awards Presentation:

The winners will be announced at the Awards Dinner at the Royal Agricultural College on 18th May. Tickets (£25 per person) will be available from 2nd April 2012 on a first-come first served basis.

Cirencester Chamber of Commerce
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E: info@ccoc.org.uk T: 07896 267738
www.ccoc.org.uk

 Cirencester Chamber of Commerce
Best for Business

PR & Marketing Campaign of the Year

Entry Details:

Business or Organisation Name

Individual or Team Name (if applicable)

Address

Telephone Number

Email Address

Website

Contact Name

Position

How did you find out about the awards?

Signature

Date

We strongly advise you to keep a copy of the form and your entry statement.

Closing Date 30th March 2012