



**MARKETING CAMPAIGN OF THE YEAR**

This category is open to businesses from all sectors including retailers, service providers, transport operators, accommodation, restaurants, attractions etc.

**1. Contact Details**

Organisation

.....

Contact Name

.....

Name of Campaign

.....

Address

.....

Telephone

.....

Email

.....

Website

.....

Provide details of the marketing campaign in the following areas. Ensure that you cover all the items specified in the criteria and supplying supporting documents where appropriate. You are welcome to include up to 6 items of supporting material including brochures, business plan, direct mail pieces, advertisements etc.

## **2. Description**

## **3. Objectives**

## **4. Strategy**

## **5. Budget**

Please specify both the budget and the return on investment seen

## **6. Evaluation**

Please state your methods of evaluation and the results achieved.

## **7. Summary**

Explain why you think you should win this award (max 100 words). Please note this copy may be used for promotional purposes.