



## Marketing Communications Award

### Description:

The Marketing Communications Award recognizes a retailer who successfully develops programs that coordinate promotional activities & channels to engage & connect with the consumer in order to improve business results. The program also maximizes the promotional budget and influences a response to the retailer while gaining an edge over competitors. Success is measured by increased sales and/or store traffic, customer awareness, shopper loyalty, increased brand awareness, creativity, innovation, response, conversion, lifetime value equations, sales lift analysis and improved ROI. The initiative could include one or more of the activities listed below.

### Promotional activities may include:

#### *Advertising*

Your advertising campaign involves communicating about your firm's goods, services, or ideas as a paid message in the mass media (broadcast, print, outdoor) for the intent of persuading the audience to purchase or take some action.

#### *Public Relations*

Your public relations activity involves building good relations with the company's various audiences by obtaining favourable publicity, building a good corporate image, or positively handling unfavourable rumours, stories or events.

#### *Sales Promotion*

Your sales promotion program involves short-term incentives to encourage the purchase of a product or service that support your advertising and personal selling efforts. These sales tools include sweepstakes, contests, games, price deals, cents off deal, loss leaders, events, gifts with purchase, loyalty rewards, retail in-store activity, packaging, sampling, coupons, premiums, point of purchase displays and rebates.

#### *Direct Marketing*

Your direct marketing communication strategy will engage directly with a qualified target audience. It involves a specific call-to-action with consumers to generate a response in the form of an order, a request for further information or a visit to a retail outlet or website benchmarked by measurable results and without using traditional formal channels of advertising. Direct marketing can also be used to cultivate lasting consumer relationships. You will use telephone, direct mail, catalogues, email, internet, social and mobile marketing to deliver your message.

#### *Digital Marketing*

Your digital marketing communication strategy promotes products and services using interactive digital distribution channels to reach consumers in a timely, personal and cost-effective manner in order to influence behaviours. It employs a number of different digital channels (e.g. websites, social media such as Twitter, Facebook, Pinterest, Instagram and YouTube, user-generated



content, content marketing, mobile marketing through sms/mms, viral media, banner advertising etc.) to engage with individuals when they most likely want to act upon a marketing message. Success is measured by sales conversion rates, abandoned basket rates, page views/engagement, bounce-rates, click through rates, customer satisfaction measures, willingness to recommend rates, post-transaction survey result, referrals, unique visitors, bounce rate, number of repeat unique visitors/customers etc.

### **Content Requirements for Case Study:**

#### **Introduction (100 Words)**

*Please include the following in your response:*

- Name of retailer
- Name of the campaign
- Name of design/advertising/marketing agency (if applicable)
- Summary of marketing communications campaign

#### **Needs and Objectives (300-500 Words) - 20%**

*Please include the following in your response:*

- Describe the details of the campaigns target market
- Outline the accurately assessed needs of the campaign
- Discuss the objectives or purpose of the campaign

#### **Program Details & Results (600-1000 words) - 70%**

*Please include the following in your response:*

- Describe the creative and innovative campaign from concept to completion
- Provide details on the promotional activities used.
- Explain how the campaign added to the overall brand of the retailer and complemented the established goals and objectives of the company.
- Describe whether the campaign was deemed successful based on the measurable results (Increased brand awareness, shopper loyalty, increased brand preference, increased store traffic, increased sales, improved market share, and improved ROI etc.)
- Explain the collaboration of both internal and external stakeholders. Describe the impact the initiative had on all stakeholders (e.g. internal team collaboration, improved supplier relations).
- Outline the resources, budget and timelines assigned to the initiative. Explain how these resources were effectively used, budget targets were maintained and timelines achieved.
- Describe how the initiative was to be evaluated and if the plan met the assessed needs, if all components were delivered and if the overall objectives were achieved.
- Discuss the success of the initiative including applicable measurements.
- Elaborate on any other elements that you would like to highlight about the initiative

#### **Supporting Evidence: Judged - 10%**



Provide creative examples of the campaign including a description and visuals.

**Formatting Requirements for Case Study:**

1. Title Page  
(Must include Award Category, Name of Company and Title of Submission)
2. Table of Contents
3. Content Pages
  - Introduction
  - Needs and Objectives
  - Program Details & Results
4. Appendices (if applicable) and Supporting Evidence with description