



The **Grocer**

**ENTRY
FORM**

**MARKETING
ADVERTISING
PR AWARDS²⁰₁₁**

THE CAMPAIGN OF THE YEAR AWARDS

BRAND EXPERIENCE CAMPAIGN OF THE YEAR

BUSINESS/TRADE PRESS CAMPAIGN OF THE YEAR

BUSINESS/TRADE PUBLIC RELATIONS CAMPAIGN OF THE YEAR

CONSUMER PRESS CAMPAIGN OF THE YEAR

CONSUMER PUBLIC RELATIONS CAMPAIGN OF THE YEAR

DIRECT MARKETING CAMPAIGN OF THE YEAR

INTEGRATED CAMPAIGN OF THE YEAR

ONLINE CAMPAIGN OF THE YEAR

OUTDOOR CAMPAIGN OF THE YEAR

PACKAGING CAMPAIGN OF THE YEAR

RADIO CAMPAIGN OF THE YEAR

RECRUITMENT CAMPAIGN OF THE YEAR

SOCIAL MEDIA CAMPAIGN OF THE YEAR

TV & CINEMA CAMPAIGN OF THE YEAR

THE AGENCY OF THE YEAR AWARDS

BUSINESS/TRADE ADVERTISING AGENCY OF THE YEAR

BUSINESS/TRADE PR AGENCY OF THE YEAR

CONSUMER ADVERTISING AGENCY OF THE YEAR

CONSUMER PR AGENCY OF THE YEAR

DIRECT MARKETING AGENCY OF THE YEAR

BRAND EXPERIENCE AGENCY OF THE YEAR

DIGITAL & SOCIAL MEDIA AGENCY OF THE YEAR

PACKAGING DESIGN AGENCY OF THE YEAR

RECRUITMENT AGENCY OF THE YEAR

IT'S TIME TO PUT YOUR CREATIVITY ON THE MAP

HAVE YOU MADE A SPLASH THIS YEAR WITH YOUR BRILLIANT MARKETING OF BRANDS, PRODUCTS OR BUSINESSES?

The Grocer Marketing, Advertising and PR Awards are a marque of creative distinction in the FMCG and grocery retail industry, recognising contributions across all the marketing disciplines, from consumer press to direct mail; from recruitment advertising to trade and consumer PR.

FAQS

What are these awards?

The Grocer Marketing Advertising and PR Awards are a celebration of client and agency achievement in the grocery retail and FMCG space. Formerly known as the GRAMIAS, they have been updated and improved to reflect new marketing trends, and to make entry simpler.

Who are they for?

All marketing disciplines are recognised including new categories to reflect the growing importance of social media.

Why enter?

This is the only awards programme where the judges base their decision not only on creativity but business results. The endorsement, from an independent panel of expert judges, in association with The Grocer, will bring prestige and kudos to future job interviews or business pitches, as well as providing a focal point around which you and your team can celebrate your achievements.

Who judges the awards?

Each category is judged by experts selected on the basis of their expertise and independence. So, for example, the PR agency of the year will be decided by senior PR clients and independent PR executives.

Can I enter online?

You can fill in and edit this entry form online via www.grocer.co.uk/mapawards but it needs to be printed out and sent with your strategy document and supporting materials

How are the awards different from the GRAMIAS?

Aside from a new name and a dashing new logo, plus one or two new categories, the biggest change is to the agency of the year awards, which are more business focused, and this year have been uncoupled from the campaign awards completely, with the judges asked to consider successful business pitches, creative accolades, agency and staff development, and other achievements. Above all, we've tried to make entry simpler.

How much does it cost to enter The Grocer MAP Awards?

Each entry cost £150. If you enter a campaign into three categories, you will be automatically entered into the Integrated Campaign of the Year free of charge. Details are provided on the entry form.

How do I get in touch if I have a query?

Call the events team on 01293 610354. Email: thegrocerevents@wrbm.com

Where do I send my entries?

All entries should be sent between 9.30am–5pm, Mon-Fri to: The Grocer Marketing Advertising and PR Awards 2011, 5 Sandown Close, Tunbridge Wells, Kent, TN2 4RL

What's the deadline for entries?

It's Friday 5th August 2011

When and where are the awards?

The winners will be announced at a special awards ceremony on 1st November 2011 at The Savoy Hotel, London.

HOW TO ENTER THE CAMPAIGN OF THE YEAR

WHAT TO SUPPLY

- A completed entry form (one for each campaign)
- On one side of A4 paper, a typewritten 500-word 'strategy document' (one per campaign entry) explaining why the campaign should win
- The submission materials (see below)
- All materials must be clearly marked with the campaign name.

STRATEGY DOCUMENT

In your 'strategy document' please include:

- The date the campaign launched and the target audience
- The campaign's objectives and how well they fitted with the brand or company's positioning
- Campaign strategy and execution
- Creativity, originality and effectiveness
- Evidence of the campaign's success including a formal evaluation of results where possible
- Other notable achievements

SUBMISSION MATERIALS

The requirements vary for each category. Please follow carefully the guidelines set out below as failure to supply the materials in the specified format may jeopardize your entry.

Brand Experience Campaign

Submit a single mounted presentation board, no larger than A2 size, with key visuals from your campaign. Additional supporting material may also be included.

Business/Trade Press Campaign

Submit mounted proofs of up to five executions of your campaign on lightweight card, no larger than A2 size.

Business/Trade PR Campaign

Your campaign strategy document must include an estimated budget for the campaign. Entries must be sent in an A4 box file.

Consumer Press Campaign

Submit mounted proofs of up to five executions of your campaign on lightweight card, no larger than A2 size.

Consumer PR Campaign

Your campaign strategy document must include an estimate for the budget. Entries must be sent in an A4 box file.

Direct Marketing Campaign

Submit mounted proofs of up to five executions of your campaign on lightweight card, no larger than A2 size.

Integrated Campaign

If you enter a campaign into three or more categories you will automatically be entered into the integrated category free of charge. Please complete an additional entry form and supply a second set of campaign execution as per the instructions for each category. Please supply a separate campaign strategy document that explains how the overall campaign fitted together.

Online Campaign

Submit one URL per entry. Please supply user names and password details in your strategy document.

Outdoor Campaign

Submit up to five executions on mounted proofs no larger than A2 size, plus photos of actual poster sites.

Packaging Campaign

Submit up to five executions of the actual packaging. If entering a product line, please submit one sample of each item in the range.

Radio Campaign

Submit, on CD or USB stick, up to five versions of your campaign, in MP3 format. If submitting more than one version, please ensure they are saved as separate files on the CD.

Recruitment Campaign

Submit a mounted proof on lightweight card, no larger than A2 size, plus one copy of relevant support material.

Social Media Campaign

Please supply user names, password details and any relevant metrics where necessary in your strategy document.

TV & Cinema Campaign

Submit on CD, DVD or USB stick. Should you be shortlisted, we will contact you for a higher resolution copy.

HOW TO ENTER THE AGENCY OF THE YEAR AWARDS

WHAT TO SUPPLY

- A completed entry form with your agency's details
- On two sides of A4 paper, a typewritten 1000-word document outlining why you should be the agency of the year
- On A4 paper, a single bound copy of a presentation containing any supporting materials such as creative work, research etc., including the agency's name.

JUDGING CRITERIA

There are nine agency awards. Judges will be looking for evidence of:

- the agency's business wins in fmcg and grocery retailing
- strength and development of existing client relationships (in fmcg and grocery retailing)
- effectiveness of client work and client satisfaction
- client management skills (including crisis communications in the case of PR agencies)
- new or recent agency and people development measures that helped influence the above in the past year

THE CATEGORIES

- Brand Experience Agency of the Year
- Business/Trade Advertising Agency of the Year
- Business/Trade PR Agency of the Year
- Consumer Advertising Agency of the Year
- Consumer PR Agency of the Year
- Direct Marketing Agency of the Year
- Digital & Social Media Agency of the Year
- Packaging Design Agency of the Year
- Recruitment Agency of the Year

TERMS & CONDITIONS

1. The Organiser of The Grocer Marketing Advertising & PR Awards ("MAP Awards") is William Reed Business Media Ltd, Broadfield Park, Crawley RH11 9RT.
2. By entering The Grocer MAP Awards, the Entrant will be deemed to have read and understood these rules and to be bound by them. These rules include any instructions set out with the Entry Form.
3. Entry is by reference to one campaign for a brand or product. There is no restriction on the number of entries or on the number of categories for which a brand or product may be submitted.
4. Entries must relate to campaigns that took place wholly in the UK between 1 June 2010 and 31 May 2011
5. The Organiser reserves the right at its absolute discretion to reject any entry that it deems inappropriate. Entries will not be accepted if the Advertisement Standards Authority has upheld a complaint against any part.
6. Entry forms, strategy documents and supporting materials, together with payment details, must be sent by prepaid post or courier to arrive no later than 5pm on Friday 5th August 2011 at 5 Sandown Close, Tunbridge Wells, Kent, TN2 4RL.
7. Consumer agency award includes Consumer Press, Outdoor, Radio and TV & Cinema.
8. Entries will only be accepted if they are submitted on the Entry Form and completed in full, in ink, and accompanied by the entry fee.
9. The person responsible for submitting the entry must sign entries and specify to whom all correspondence concerning The Grocer MAP Awards should be addressed.
10. Responsibility cannot be accepted for any lost, late or mislaid entry and any entry which is damaged, defaced, illegible or incomplete, or which otherwise does not comply with these terms and conditions may be deemed invalid at the sole discretion of the Organiser.
11. The judges may decline to make some or all of the awards in any category if in their opinion there are insufficient entries of a winning standard.
12. In each of the awards, there will be one winner only. All winners will be selected against the criteria set out in the Entry Form by a panel of judges selected by the Organiser.
13. The prize for each winner will be a trophy. There is no cash alternative to the trophy
14. Details of shortlisted campaigns and agencies will be published in The Grocer in September 2011. Winners will also be notified in writing. The winners will be announced at a special evening presentation taking place at The Savoy, London, 1 November 2011.
15. The Organisers reserve the right to change the categories without prior notice to the entrants.
16. The decision of the Chairman of the judges on all matters affecting this competition is final and legally binding.
17. No correspondence will be entered into.
18. Winners & finalists may be required to take part in some post-event publicity and consent to their name and images being used for such purposes.
19. Entrants consent to the publication by the Organiser in connection with The Grocer MAP Awards of any of the documents or materials constituting their entry.
20. The Organiser licences any winner to use The Grocer MAP Awards 2011 logo.
21. Entrants who notify the Organiser that they wish to withdraw their entry prior to Friday 19 August 2011 will receive a full refund of their entry fee. Entrants withdrawing after that date or who fail to comply with the entry requirements will not receive any refund.

ENTRY FORM

ref:map2011_02_web

Please select which of the following categories you wish to enter.
One entry form per campaign.

CAMPAIGN AWARDS

- Brand Experience
- Business/Trade Press
- Business/Trade Public Relations
- Consumer Press
- Consumer Public Relations
- Direct Marketing
- Integrated
 - Brand Experience
 - Business/Trade Press
 - Business/Trade Public Relations
 - Relations
 - Consumer Press
 - Consumer Public Relations
 - Direct Marketing
 - Online
 - Outdoor
 - Packaging
 - Radio
 - Recruitment
 - Social Media
 - TV & Cinema
- Online
- Outdoor
- Packaging
- Radio
- Recruitment
- Social Media
- TV & Cinema

AGENCY AWARDS

- Brand Experience Agency
- Business/Trade Advertising
- Business/Trade PR
- Consumer Advertising
- Consumer PR Agency
- Direct Marketing Agency
- Digital & Social Media
- Packaging Design
- Recruitment

Please complete all parts clearly in **BLOCK CAPITALS**

ENTRY DETAILS

NAME OF CAMPAIGN (where relevant) _____

NAME OF BRAND (where relevant) _____

NAME OF AGENCY _____

NAME OF CLIENT _____

AGENCY DETAILS

MAIN CONTACT

CONTACT NAME _____

FULL COMPANY NAME _____

COMPANY ADDRESS _____

COUNTY/CITY _____ POSTCODE _____

TEL _____ FAX _____

EMAIL _____

We will keep you informed of products and services from William Reed Business Media Ltd. If you do not want to receive such information please email data.manager@wrbm.com, or write to Data Manager, WRBM, Broadfield Park, Crawley RH11 9RT. We may also make your contact details available to third parties offering products or services that may be of interest to you (excluding e-mail and mobile numbers). If you do not wish your details to be passed to third parties please tick here.

CLIENT DETAILS

MAIN CONTACT

CONTACT NAME _____

FULL COMPANY NAME _____

COMPANY ADDRESS _____

COUNTY/CITY _____ POSTCODE _____

TEL _____ FAX _____

EMAIL _____

We will keep you informed of products and services from William Reed Business Media Ltd. If you do not want to receive such information please email data.manager@wrbm.com, or write to Data Manager, WRBM, Broadfield Park, Crawley RH11 9RT. We may also make your contact details available to third parties offering products or services that may be of interest to you (excluding e-mail and mobile numbers). If you do not wish your details to be passed to third parties please tick here.

DECLARATION

I have read and accept the terms and conditions of entry

NAME _____

SIGNATURE _____ DATE _____

PAYMENT

£150 plus VAT
per single entry

No. OF ENTRIES

TOTAL (NOT inc. VAT)

GRAND TOTAL (inc. VAT)

I WILL PAY BY CHEQUE

I ENCLOSE A CHEQUE FOR £ _____ (inc. VAT)

Please make cheques payable to **William Reed Business Media Ltd.**

I WILL PAY BY CREDIT CARD

CHARGE MY CREDIT CARD £ _____ (inc. VAT)



CARDHOLDER NAME _____

SIGNATURE _____ DATE _____

CARD NUMBER

EXPIRY (MM/YY)

SECURITY NUMBER