



## ULSTER GROCER MARKETING AWARDS 2019 ENTRY GUIDELINES

Name of Company  
Parent Company (if applicable)  
Address  
Award Category  
Name of Award Entry  
Primary Contact Name  
Primary Contact position  
Primary Contact Email  
Primary Contact Phone

All entries should consist of a full submission under three separate headings:

- **The Strategy**  
Approximately 500 words detailing your marketing objective; the reason behind the campaign and the goals set out.
- **The Project Details**  
Approximately 500 words outlining how you executed that strategy and met proposed goals via advertising campaigns, digital projects, outdoor marketing, press coverage etc. This should be illustrated through words and images and clippings. Images sent should be no less than 300dpi.
- **Quantifying Success**  
Approximately 500 words detailing how you measured the success of your campaign through profits, targets and returns.

Each entry must also include a separate 300-word synopsis of the campaign, along with a high resolution, good quality (300 dpi) image illustrating the campaign, which will be used in a preview of all entries in a forthcoming 2019 edition of Ulster Grocer. The synopsis is to be written in the third person.

### **CLOSING DATE:**

All entries should be emailed to [c.keenan@independentmagazinesni.co.uk](mailto:c.keenan@independentmagazinesni.co.uk) by Friday 15th March 2019 at 5pm. If your application includes large files, please send via Zip file or a transfer facility or Dropbox.

An administrative cost of £100 plus VAT will be charged per entry.



**TERMS AND CONDITIONS:**

1. To be considered eligible, your campaign must have run or begun within the 12 months of the year 2018 and have been designed to boost business within the grocery retail sector.
2. Your campaign must have run in Northern Ireland, but not exclusively so.
3. All entries must include the following information:
  - Contact name and position within company entering the award (agencies may put in an entry on behalf of a client but with full client knowledge and consent).
  - Company details and full postal address.
  - Telephone and e-mail contact details.
  - Title of category being entered.
4. As these awards are for marketing excellence, entries should be as comprehensive as possible and professional in presentation and substance. A digital copy is required for judging and PR purposes and must be sent to Chris Keenan. [c.keenan@independentmagazinesni.co.uk](mailto:c.keenan@independentmagazinesni.co.uk). If you have additional material in hard copy that you would like to submit, you can post to the address below.
5. Each entry must also include a separate 300-word synopsis of the campaign, along with a high resolution, good quality (300 dpi) image illustrating the campaign, which will be used in a preview of all entries in a forthcoming 2019 edition of Ulster Grocer. The synopsis is to be written in the third person

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