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**SUNNYS BUSINESS AWARDS 2019 ENTRY FORM**

**Category – MARKETING AND ADVERTISING**

***Business Details***

*To be completed by all entrants including those entering into the individual categories*

1. Trading name:
2. Registered ABN:
3. How is your business structured?

Choose from drop down list - Choose an item.

1. Is your business classified as a not for profit?

*Yes  / No*

1. Main office address:
2. Business trading commencement date:
3. What industry does the business operate in?

Choose from drop down list - Choose an item.

1. Number of employees on payroll in Australia.

Choose from drop down list - Choose an item.

1. Is your business primarily business to business or business to consumer?

Choose from drop down list - Choose an item.

1. Please provide a 100 word biography for your business to be used for promotional purposes.
2. Please indicate the main reason/s you are entering into the Business Awards

* To raise the profile of my business
* To recognise my staff and our achievements
* To build business networks
* To reflect on the goals, strategies and vision that led to the success of your business and to use those insights to drive even greater success in the future.

1. Website:
2. Twitter:
3. Instagram:
4. LinkedIn:
5. Facebook:

***Contact Details:***

*To be completed by all entrants*

**Entry Contact Details:**

First Name:

Surname:

Position:

Email:

Phone:

Mobile:

**Media Contact Details**

**Tick box if same as above**

First Name:

Position:

Email:

Phone:

Mobile:

***MARKETING AND ADVERTISING:***

**Description**

The Marketing and Advertising award recognises businesses who have undertaken an effective and innovative marketing / advertising practice which has led to extraordinary success. Applicants should reflect the critical role marketing /advertising has as a vital source of value creation for the business.

**Questions**:

1. Who are your target markets? Max word count: 350.
2. What are your unique selling points and demonstrate how you communicate these to your target markets? Max word count: 400.
3. Explain your business achievements and or results through marketing / advertising campaign/s you have undertaken in the previous 12 -24 months. Max word count: 400.
4. Describe any key challenges you faced in developing a marketing / advertising campaign in the previous 12 - 24 months and explain how you overcame it. Max Word count: 400.

I declare that the information I have provided in this entry form is true and correct at the time of completing this form and that I agree to all conditions of entry listed under the “Conditions of Entry” section of the website. ([www.sunnysbusinessawards.com.au](http://www.sunnysbusinessawards.com.au))

Once you complete this form you should save it on your computer using the file name MARKETING AND ADVERTISING. Then return to the Sunny’s Website [www.sunnysbusinessawards.com.au](http://www.sunnysbusinessawards.com.au)

* Go to the application upload section and follow the instructions.
* You will use your email account to upload your completed Entry Forms.
* You **must** also submit 4 high resolution landscape images in JPG format.

**Video options:**

To help you in making a video please see the video options section on the upload page

* **ALL** entries must submit a **maximum** 20 second video (in MP4 or MOV format). The video clip will be about your business, staff and tell your story as to your reasons for entering the category/s. The video clip and images will be seen by the judges and used as part of a multimedia presentation on the awards night.
* **For each category you enter – you must submit a different video clip about your business, staff and tell your story as to your reasons for entering the category.**