

# 2016 MARKETING Award Application

The Marketing Award is presented to a business demonstrating excellence in the execution of marketing strategy, which may include advertising, promotions, product/service development, distribution/delivery and/or pricing strategies.

The winning business will have stated their critical success factors and clearly demonstrated how they have achieved meeting their goals in these factors. Size of the business is not a criterion.

The business must meet the following criteria:

1. Be a for-profit business with a substantial base of operations in the communities of Warman or Martensville, or surrounding rural areas.
2. Have a valid business license in the city of which they operate in.
3. Not have been the recipient of this award in the previous two years.

All information is treated in a strictly confidential manner.

\*Please enter as much information as you feel will be relevant to demonstrating how your business is deserving of the Business of the Year Award. In addition to this form, please include your company’s logo in EPS (vector) file, as well as images that represent your company (e.g., staff photos, materials illustrating your work, etc.) to awards@warmanchamber.com. The Warman & Martensville Chambers of Commerce will use these to promote your business’ involvement in the awards, as a nominee and/or award winner.

NAME OF COMPANY: \_\_\_\_\_

Member of: (please select)      Warman Chamber      Martensville Chamber      Not a Chamber Member

Contact Person (first & last name): \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Company Website: \_\_\_\_\_

Social Media Properties (if applicable, e.g, Twitter, Facebook, Instagram, YouTube, Houzz, etc.):

\_\_\_\_\_

1. Provide a brief description of your business including the products and/or services you provide.

2. What are the company’s marketing objectives and are they part of the overall company objectives?

3. What is the company’s current marketing strategy? E.g., objectives, target markets, products, price, promotion and distribution decisions? What is unique about your marketing strategy?

4. How successful has the firm been in achieving the objectives? What measurements do you use to assess your success? Was the strategy developed and/or implemented with the assistance of an outside agency?

5. How have your sales been impacted by your marketing strategy? What percentage of your firm’s resources are devoted to marketing? Do you have sufficient resources to implement your marketing strategy?

6. Please note any extraordinary fact, strategy, or achievement that can be attributed to the business’ success that merits your company being awarded the Business Excellence Award for Marketing.

7. Please provide up to five (5) documents to support your application such as letters of articles or company reports, external performance reports, employee support, references, etc. (attach separate documents to e-mail) Please list all attachments below.

- 1)
- 2)
- 3)
- 4)
- 5)

Before you submit your application ensure you have included the following information (any missing information will result in your application being denied):

1. Application is complete.
2. Your business logo (vector format)
3. Business bio (maximum 240 characters)
4. Supporting documents (max 5)
5. Photos (8-10)
  - a. For the month of January, professional photography services can be provided to your business for \$150 plus tax. Sessions include an hour with your photographer and the high resolution images produced within that hour. Use the time for staff photos, on location photos, behind the scenes photos - anything you want to highlight in your application. Basic editing is included, but extensive retouching requests will be quoted on a per job basis. Additional or longer bookings are also available for purchase upon request. To book your January photo session contact Finelite Photography & Design at 306-683-9661 or Studio 2.0 Interior Design & Photography at 306-262-6884