

## 2018 Marketing Trailblazer Award

Alliance Franchise Brands Marketing & Print Division's **Marketing Trailblazer Awards** honor excellence in print, online and multi-channel marketing campaigns that are for self-promotional or customer campaigns. Entries should depict, in full detail, the campaigns that were developed, all elements of the campaigns and the results generated from the campaign. Samples should be supplied with a short description of a campaign's goals and strategy along with a completed entry form.

Gold, Silver and Bronze Award winners will receive recognition at the 2019 Convention and a handsome trophy for Center display. Winner can promote their recognition via a news release to your local media, on your website and in other print promotional materials.

### ELIGIBILITY

The Marketing Trailblazer Awards are open to all Marketing & Print Division Franchise Members. The campaign must have been completed between **January 1, 2018** and **December 14, 2018**.

The deadline for submission is December 14, 2018. **Participation is free**. There is no limit to the number of entries per Center.

The marketing campaign(s) submitted for your Center's self-promotion must adhere to your brand's Identity Standards.

Franchise Members must be in good standing on all financial obligations and agreements to be eligible for consideration.

### How to Enter

1. Complete the Marketing Trailblazer Award Entry Form. You must submit a separate entry form for each entry.
2. Assemble and package your entry. All pieces must be labeled with entrant's name and Center location information. There are two ways to enter:
  - **Mail** – Mail your completed entry form and samples of your project to: Sandy Mirabitor, Alliance Franchise Brands, 47585 Galleon Drive, Plymouth, MI 48170. If your entry is oversized, please submit photographs or reduced copies.
  - **Email** – Email your entry form and labeled pdfs for each piece (screenshots for online campaigns and/or URLs) to Sandy Mirabitor ([sandym@alliancefranchisebrands.com](mailto:sandym@alliancefranchisebrands.com)). Please put "Marketing Trailblazer Awards Submission" in the subject line. If your file exceeds 10MB, please call Sandy on (800) 475-8520 for further direction.

Please note: Entries will not be returned and may be shared with the network via digital and print channels.

### Judging

The decision of the Home Office panel of judges will be final. The number of qualifying entries will determine if each level of award will be given. Winners will be notified at the 2019 Convention, March 13-16.

**For more information, contact Sandy Mirabitor ([sandym@alliancefranchisebrands.com](mailto:sandym@alliancefranchisebrands.com)) at 800.475.8520.**

# Marketing Trailblazer Award Entry Form

## One entry per submission is required.

Center name: \_\_\_\_\_

Franchise member: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Person submitting entry if other than franchise owner: \_\_\_\_\_

## Please answer the following questions:

1. Give a brief summary of the campaign with the following information:

- What was the objective of the campaign? \_\_\_\_\_

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- Who was your target audience/market for your campaign? \_\_\_\_\_

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- What were the key messages you were communicating? \_\_\_\_\_

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- What was the offer(s)? \_\_\_\_\_

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- What were the results? \_\_\_\_\_

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- What was the actual sales value (if any) from the campaign? \_\_\_\_\_

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2. List the specific marketing communication channels used and the timeline of your campaign's deployment:

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3. What was the budget? (Please include internal and external costs.) \_\_\_\_\_

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Describe how you measured the results based on the goals/objectives established for the campaign.

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