

2019 ENTRY FORM

Marketer of the Year

The winning marketing person will be able to demonstrate the implementation of successful and innovative marketing strategies and campaigns. It recognises marketers that can demonstrate that their leadership has been instrumental to the success of their organisation.

The judges will be looking for:

- Evidence of how the organisation's marketing strategy has significantly contributed to business growth or recovery
- Examples of innovative marketing strategies or campaign led by the nominee
- Evidence of how the marketing campaign is excelling against its KPIs
- Examples of how the nominee is using evaluation and measurement to drive a successful marketing strategy

Before completing this form, please read the rules of entry and terms and conditions **HERE.**

How to enter

- Type your answers on this form, addressing each of the key areas listed below.
- We understand that some information provided may be confidential and commercially sensitive, however please note that some entry details may be published throughout the Awards process.
 If you require any details to remain confidential please indicate this within your entry form.
- You may upload additional supporting materials in a PowerPoint presentation and/or short video along with your entry – up to four slides and no more than 50 MB.
- The total of all your answers ('Your entry' Q3–6) must not exceed the word count of 850 words.



Your organisation

1. Organisation i	name:
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2. Organisation sector: foodservice retail

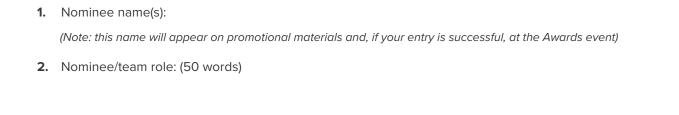
3. Are you a member of British Frozen Food Federation: yes no

4. If you answered no to question three please describe your organisation's involvement in the frozen food industry (this is not included in the word count):

- **5.** Organisation website:
- **6.** Describe your organisation in 50 words (this is not included in the word count):



Your entry



3. Top three achievements: (300 words)

4. Challenges overcome: (200 words)



Your entry (cont.)



6. Summary of why you should win (100 words)

Once you have completed your form, make sure to save it then upload it to the online entry system by clicking **HERE**.