|  |  |
| --- | --- |
|  | **NOMINATION FORM****AWARD CATEGORY****BEST MARKETING INITIATIVE**Recognises a company that has executed an innovative and successful marketing campaign that benefited the communications industry |

|  |  |
| --- | --- |
| **IMPORTANT DATES** |  |
| Launch of the Awards/Nominations open | Monday 6th February 2017 |
| **Nominations Close** | **Friday 21st April 2017** |
| Announcement of Shortlist | Wednesday, 14th June 2017 |
| Awards Dinner and Awards Presentations | Wednesday, 19th July 2017 |

**ELIGIBILITY CHECKLIST:**

|  |  |
| --- | --- |
| 1. The marketing initiative and/or campaign must benefit the Australian communications industry
 | 🞏 |
| 1. Industry marketing initiative and/or campaign undertaken by the company or an individual in Australia from a minimum of 6 months to a maximum of 2 years prior to April 2017.
 | 🞏 |
| 1. The nominees company is registered and operating in Australia (ABN on request)
 | 🞏 |
| 1. Nominee must own the IP of the solution which they are nominating for the award
 | 🞏 |
| 1. This marketing initiative and/or campaign has NOT won an ACOMMS Award in the previous three years. It is ineligible to enter the award that has won in the previous three years, with or without enhancement.
 | 🞏 |
| 1. The criteria have all been addressed in this submission
 | 🞏 |
| 1. Each section of the Nomination form has been completed
 | 🞏 |

**NOMINATION:**

Complete the following questions ensuring you provide examples of how your nomination meets the criteria.

The judges can only assess the nomination on the information and materials supplied on the nomination form, so we advise nominees to provide as much information as possible including the **suggested Inclusions** and **supporting testimonials**.

**SUGGESTED INCLUSIONS:**

* Provide independent testimonials to support the nomination.
* Links to marketing initiative and/or campaign on a website
* Marketing material (Softcopy attachment)

**AUTHORISATION**

|  |
| --- |
| By submitting my nomination electronically, I hereby declare that the information provided for the 2017 ACOMM Awards entry is accurate and correct. I also agree to abide by the judging decisions made by the judging panel and their decisions will be accepted and final. |
| **name** |  |
| **company** |  |

**CONTACT INFORMATION:**

|  |  |
| --- | --- |
| **ORGANISATION NAME/COMPANY** |  |
| **NUMBER OF STAFF IN AUSTRALIA** |  |
| **CONTACT NAME** |  |
| **JOB TITLE** |  |
| **ADDRESS** |  |
| **PHONE** |  |
| **MOBILE** |  |
| **EMAIL ADDRESS** |  |

|  |  |
| --- | --- |
| **Name of marketing initiative/campaign nominated for this award** |  |
| **Date of the industry marketing initiative/campaign.** |  |

**CRITERIA**: (Maximum 500 words each)

|  |  |  |
| --- | --- | --- |
| **1.** | **Describe the marketing Initiative/campaign that benefited the communications industry.** |  |
| **2.** | **What is the benefit of the marking initiative/campaign to industry?** |  |
| **3.** | **Outline the ways in which the marketing initiative/campaign contributed to the Australian communications industry.**  |  |
| **4.** | **Provide examples and evidence of the outcome.** |  |

**NOMINATION OVERVIEW:**

|  |  |
| --- | --- |
| **Concise company profile overview.**(max. 250 words) |  |
| **Short description of the entry.**(this will be used in the ACOMMS program should you become a finalist - max. 50 words) |  |
| **Company Logo**Please attach a high res (1MG in eps or aif) version of your company logo with your nomination submission. This will only be used on the ACOMMS website and printed Cocktail Party invitation, should your entry be shortlisted as a finalist in its given category. |