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TTJ Excellence in Marketing Award Entry form



Name of Marketing Award entrant:

Address:

Contact name:

Tel:

email:

TTJ's Excellence in Marketing Award is open to any company or advertising agency which has undertaken a campaign promoting a timber or related product or service between July 2009 and the end of June 2010. Entries will be judged by an independent panel on persuasiveness, effectiveness and style. The winner will be revealed at the TTJ Awards on September 16 at the Park Lane Hotel, Piccadilly, London. The winning campaign will also be profiled in TTJ's marketing special feature.

The Award covers campaigns in the consumer or business media, online marketing, point of sale promotion, telemarketing, customer newsletters and PR. Marketing and advertising for ancillary products and services, such as chemicals, machinery, IT systems, logistics and shipping, are also eligible.

Please fill out the contact details section on this form and return with your entry which should include:

- a clear synopsis of the aims and execution of the campaign;
- copies of campaign print materials and examples or descriptions of other media used in the promotion;
- an analysis of spend and the campaign's effect on business. This can comprise detailed statistical and other supporting information, such as response and conversion rates and percentage change in sales.

The deadline is **Thursday July 1, 2010**. Entries should be sent to Mike Jeffree, editor, TTJ, Progressive House, 2 Maidstone Road, Sidcup DA14 5HZ.