



AWARDS|2017

CELEBRATING TIMBER TRADE EXCELLENCE SINCE 1997

TTJ EXCELLENCE IN MARKETING AWARD 2017

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TTJ's Excellence in Marketing Award is open to timber businesses, or advertising agency which has undertaken a campaign promoting a timber or related product or service between July 2015 and the end of June 2016.

Entries will be judged on performance under five key criteria:

- Strategy – i.e. The aim of the campaign and plan for achieving it
- Proposition coherence – i.e. clarity of the campaign message
- Integration of messages and media
- Creativity
- Results

The Award covers campaigns in consumer and business media, online marketing, including via websites and social media, point of sale promotion, telemarketing, customer newsletters and PR.

Marketing and advertising for timber sector associated products and services, such as chemical products, machinery, IT, logistics and shipping, are also eligible.

Name of entrant:

Address:

Contact name: Tel:

E-mail:

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 covering the five key criteria above.
- Copies of campaign print materials and examples or descriptions of other media used in the promotion;
- An analysis of budget 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.



Please include a minimum of two images to support the submission, and no more than five and please label them: “TTJ Excellence in Marketing Award – Company name”.

Please send the completed entry form and supporting documents and images to: rachel.archer@compelo.com Deadline – **Friday 4th August 2017**

The TTJ Awards are judged by independent panels.