Please type inside the boxes and complete all sections of this entry form. Failure to complete all sections will result in disqualification. Any financial information submitted will be kept strictly confidential.

|  |  |
| --- | --- |
| **Category entered:**  (If more than one category please fill in two forms and payment collections) |  |
| **Entering Agency/Company:** |  |
| **Contact details:** |  |
| **Name of Brand:** |  |
| **Name of Campaign/Project:** |  |
| **Budget:**  *(It’s not about how big it is, it’s what you managed to do with it!)* |  |
| **Target Market:**  *Description and any relevant key insights. Past winning entries have really brought this to life so judges have a very clear mental picture of real people.*  *(250 words max)* |  |
| **Objectives:**  *Specific goals for the brand. Yes, sure, you wanted to raise awareness, grow sales etc., but how did you hope to do that? What changes were you hoping to make to the attitudes or behaviour of the target above? (250 words max)* |  |
| **Strategy and thinking:**  *What was the broad idea to meet these objectives? Why and how did you think it would work? What was original, creative and/or disruptive about it?*  *(300 words max)* |  |
| **Execution:**  *What did you do? How did you bring the idea to life? (300 words max)*  *Please attach on paper or electronically examples of all work you wish to be considered – any ads within campaigns, short films of events or stunts if you have them, examples of coverage gained.* |  |
| **Results:**  *What happened? To what extent were objectives met? We’re not asking you to divulge any confidential information here, nor to undertake detailed econometric modelling to prove the effect of the campaign, but what indications can you give that you brought about the desired change?*  *(400 words max)* |  |
| **Summary**  *In no more that 150 words, please summarise the entry and tell us why you think it deserves to win. This summary will be used at the award ceremony and in subsequent press activity so make it good!* | I |
| **Trophy Text**  *If you win, what company name(s) – client/brand/agency – should go on the trophy?* |  |
| **Supporting Documents.**  *(Please list the ones to be uploaded. We can accept via the upload the following file types: ['jpeg', 'jpg', 'png', 'tiff', 'gif', 'pdf', 'doc', 'docx', 'pages', 'odt', 'ai', 'eps', 'psd', 'ind’],). If you have a different filt type please send via We Transfer to hello@bestofbeerandcider.com.* |  |

**Declaration:**

I declare that:

* All information on this form is correct and verifiable
* I am an employee of or service provider to the brand owner and I have the brand owner’s permission to enter this submission
* The entry conforms to all Beer & Cider Marketing Awards rules and guidelines.

Name:

Signature:

Position/Title:

Date:

Please return this form via the online portal along with clearly marked supporting evidence by no later than 14th April 2022.

Cost of Entry:

**£75 (inc VAT) for breweries under 5000 hectolitres**

**£250 (inc VAT) for breweries between 5000 hectolitres and 60,000 hectolitres**

**£500 (inc VAT) for breweries over 60,000 hectolitres**

You will be invoiced on receipt of the entry form.

**What happens next?**

Our judges will compile a shortlist for each category, which will be announced ahead of the event. If your company is shortlisted for one or more categories your company will receive a complimentary space at the event on the 5th May at Printworks, 1 Surrey Quays Road, London SE16 7PJ

**Can I buy further tickets?**

Yes, more tickets or tables of 6 are available to buy through our online portal. If you are shortlisted, you can buy one table at the shortlisted rate which further reduces the amount by your complimentary ticket.

Cost of Tickets:

**£90 (inc VAT) Individual ticket**

**£600 (inc VAT) Reserved Table of 8**

Tickets are available here from the Brew//LDN website <https://www.brewldn.com/bcmarketingawards>

**Where can I get more information?**

Please contact us on the contact form on our website or email [jenny@beermarketingawards.co.uk](mailto:jenny@beermarketingawards.co.uk) and we will get back to you with any queries you have.