

# MARKETING EXCELLENCE AWARDS 2015

## Entry Form



CELEBRATING AND REWARDING  
MARKETING EXCELLENCE IN WELSH  
LIBRARIES, ARCHIVES AND MUSEUMS  
**#marketingawards**



Ariennir gan  
Llywodraeth Cymru  
Funded by  
Welsh Government

## ENTRY FORM FOR CATEGORY 1: DEMONSTRATING MARKETING EXCELLENCE AND CATEGORY 2: JOINT MARKETING PROJECT OF THE YEAR

Please complete this section if you are entering Categories 1 and/or 2 only. Please note these details will be used for all future correspondence regarding this specific entry. All fields are compulsory. This information will be used for publicity, therefore please ensure all sections are completed accurately.

Title	Mrs	Ms	Miss	Mr	Dr	Other
First Name						
Surname						
Job Title						
Organisation Name						
Organisation Address						
Town						
Postcode						
Contact Number						
Email						
Twitter account @						
Organisation Profile/Overview (100 words maximum)						

### CATEGORY ENTERED (please click):

#### **Category 1 – Demonstrating Marketing Excellence**

Public libraries	Further education libraries	Higher education libraries
Health libraries	Archives	Museums

#### **Category 2 – Joint Marketing Project of the Year**

Joint Marketing Project of the Year



The total word count for the section below must not exceed 2500 words. A maximum of two additional documents may be submitted to support your entry not exceeding 5MB in total or provided as a ZIP file. Alternatively please provide relevant links.

### **Project title**

Enter the title or name of the marketing project – this will be included in all relevant publicity.

### **Context**

Describe the background/reason for this project. What challenges or opportunities were you faced with?

### **Aims and Objectives**

State the aims and objectives that were set for this project – where possible these should be SMART objectives – for example, how many new users or people attending the event were you hoping for? If possible, include budget and timescale information.

**What is a SMART objective? Specific, Measurable, Achievable, Realistic, Time-bound**



## **Strategy & Planning**

Outline the strategy taken to achieve your objectives and justify your marketing approach – did you undertake any research for example; have you developed new or existing partnerships; did you target a new audience or try a new approach to promoting your services?

## **Tactics and Implementation**

Set out the plan of activities undertaken to implement the strategy and evidence these over time and against budget. Include examples if appropriate – you may append or link to two additional pieces of supporting evidence – if internet links are included please ensure these will remain live until March 2015. What promotional activity did you undertake; did you use social media and/or traditional media?

## **Results/Measurements/Outcomes**

Present the results of the project, state whether your aims and objectives were achieved and if they were delivered on time and within budget. Evaluate the project using measurements where possible, such as number of new members/visitors, added value to the organisation and digital marketing metrics where applicable (google analytics, Facebook insights, tweetreach). Reflect on what could have been done better; is the project sustainable, could it be rolled out to other user groups or organisations?



**Date of Project**

Provide the start and (if appropriate) finish dates of the project.

**Summary**

Provide a brief summary of your project (approx. 150 words) to be used for promotional purposes on the website, social media, etc.

**ENTRY FORM FOR CATEGORY 3 – MARKETING CHAMPION OF THE YEAR**

Please complete this section if you are entering Category 3. Entries must be nominated by a manager or equivalent – you cannot self-nominate. The nominee must give consent to be nominated.

**Please tick the relevant box below -**

Library Marketing Champion

Archives Marketing Champion

Museum Marketing Champion

Name of Nominator

Job Title

Organisation Name

Organisation Address

Contact Number

Email

Twitter account @



## **Why are you nominating this person?**

The total word count for the section below must not exceed 1000 words. A maximum of two additional documents may be submitted to support your entry not exceeding 5MB in total or provided as a ZIP file.

Alternatively please provide relevant links.

- Notable achievements
- Challenges and barriers overcome
- Differences made to the service
- New partnerships
- Examples of innovative or creative working
- Examples of engaging colleagues in marketing

## **Contact Details of Nominee**

Name of Nominee

Job Title

Organisation Name

Organisation Address

Contact number

Email

Twitter Account @

Please submit the entry form and any additional documents to [jane.purdie@wrexham.gov.uk](mailto:jane.purdie@wrexham.gov.uk) and [nicola.williams@wrexham.gov.uk](mailto:nicola.williams@wrexham.gov.uk) by 30th January 2015.

Thanks for entering the Marketing Excellence Awards 2015.

