

# Progressive Preschool

**Awards 2018**



## The Marketing Award 2018

All entries must be received by Friday 17 August 2018

**Parameters:** The campaign can cover any kind of marketing communication including TV advertising, PR campaign, outdoor event, experiential activity, promotion, sponsorship or on-line campaign for any product or service related to the preschool sector.

**Timing:** The campaign/activity must have appeared in the UK market during the period July 14 2017 - July 13 2018. It can have been part of a broader European/global campaign, but it is the execution in the UK market that will be judged.

**The Winner:** The final award will be presented to the manufacturer of the product or provider of the service, although there is no restriction of who can enter the campaign into the awards.

**Judging:** The Marketing Award is judged by a panel of marketing and public relations experts; a panel that is chaired by Richard Pink of Pink Key Consulting.

The panel will decide the winners through discussion and debate, using the following parameters for scoring:

**Clear objectives 20%, Ambition 20%, Results, 40%, Creativity 20%.**

The judging panel use the above parameters rigidly, we strongly advise being very clear about your campaign(s) results in these areas.

Completed entries to be sent to [robw@max-publishing.co.uk](mailto:robw@max-publishing.co.uk) with the subject 'PPS Awards 2018 – Marketing Award Entry'.

Keep up to date with the PPS Awards on [PreschoolNews.net](http://PreschoolNews.net)  
[@Prog\\_Preschool](https://twitter.com/Prog_Preschool) #PPSA18



## The Marketing Award – Entry Form

Company:

Entered by (company):

Entered by (contact):

Telephone:

Email:

Campaign name:

Campaign time-frame:

Notes from the entrant:

### **Section 1: 50 words**

*Please excite the judges by summarising the campaign.*



**Section 2: 200 words**

*Describe the market conditions and the campaign:*

**Section 3: 200 words**

*What were the objectives and what did you want to achieve*



Section 4: 300 words

*What were the results and why were they so good?*



## Section 5: 200 words

*Describe the creative and the creative process?*

## Section 6: 100 Words

*Why should this campaign win?*

### Check-list:

- Please now attach or supply separately any images, logos or other supporting visuals to accompany this entry.
- Did you consider the judging criteria when making this entry?
- The judges consider the success of the campaign, not the money it cost to run...