



MARKETING CAMPAIGN OF THE YEAR CATEGORY

Coverage: Active Member-Property of the HSMA, of good standing, and which run a marketing campaign within the covered period of 01 April 2018 to 30 March 2019, in at least two (2) media or marketing channels. The marketing campaign may be newly launched, a revival of a previous campaign, or a sustaining run of an existing campaign.

PART 1: CONTACT DETAILS

Instructions: It is important that active contact account details are indicated so that Organizers can reach you for further information, if needed.

INFORMATION	ENTRY	INFORMATION	NOMINATOR
Name of Property		Last Name, First Name, MI	
Name of Team Leader		Organization	
Position		Position	
Email Address		Email Address	
Mobile #		Mobile #	
Landline #		Landline #	
Names of Team Members		Position	



PART 2: RELEVANT BACKGROUND INFORMATION ON THE ENTRY

Instructions: Please ensure that the correct title and details (including spelling) of the ENTRY is indicated as this will be used in the HSMA's permanent records.

INFORMATION	ENTRY			
Title of Campaign				
Date of Exposure (Please mark status with ✓)	From: To:	New	Revival	Sustaining
Name of Member Property				
Address of Member Property				

MEDIA OR MARKETING CHANNELS USED

(Please mark box with ✓ as appropriate. Indicate Other Media in blank space.)

- | | | |
|--|---|--|
| <input type="checkbox"/> Brochures | <input type="checkbox"/> Direct Mail | <input type="checkbox"/> Product Placement |
| <input type="checkbox"/> Newspaper Ads | <input type="checkbox"/> Signage | <input type="checkbox"/> Internet |
| <input type="checkbox"/> Magazine Ads | <input type="checkbox"/> TV Commercials (Local) | <input type="checkbox"/> Sponsorships |
| <input type="checkbox"/> Radio Commercials | <input type="checkbox"/> TV Commercials (Foreign) | <input type="checkbox"/> Corporate Tie-ups |

Other Media _____



PART 3: THE MARKETING CAMPAIGN

3.A: MARKETING OBJECTIVES AND CONTENT

Provide a brief background on the campaign. Clearly state the organization's marketing goals. Characterize the composition, size and location of the target audience. State market research that was undertaken prior to planning the campaign. Describe the key message of the campaign and features, as well as benefits, which distinctively sets the campaign apart in the marketplace.

Quantify in terms of Php, population, frequency/time, area etc.

Weight: 30%

Maximum Words: 400



3.B. CREATIVITY AND INNOVATION

Describe the production process and delivery methods that were used. What new and innovative ideas were incorporated into the campaign? How was the message communicated to the target audience? How was publicity generated? Demonstrate how at least two (2) marketing channels were employed, show materials and communication.

Quantify in terms of Php, population, frequency/time, area etc.

Weight: 30%

Maximum Words: 400

3.C: RESULTS AND RETURN ON INVESTMENT

State which of the set goals were achieved and illustrate how these were achieved. Describe metrics used to measure the effectiveness of the campaign. Provide quantifiable results of the campaign. Show impact on Total Revenue (TORE). State total budget versus actual cost, revenue generated from the campaign, and return on investment.

Quantify in terms of Php, population, frequency/time, area etc.

Weight: 30%

Maximum Words: 400



3.D: PRESENTATION

Oral and visual presentations must show clarity, creativity and originality to make sure that the intended marketing impact is also impressed upon the judges.

Quantify in terms of Php, population, frequency/time, area etc.

Weight: 10%

Maximum Words: 400

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PART 4: DECLARATION

We hereby declare that the facts and accompanying information stated in this NOMINATION FORM FOR OUTSTANDING MARKETING CAMPAIGN, are true, correct and verifiable, to the best of our knowledge, and satisfy the eligibility criteria of the VIRTUS AWARDS.

If this nomination makes it into the SHORTLISTING of candidates for further evaluation, we consent to submit additional information which the HSMA Organizers and Judges may require. We understand that the information will be used by the Organizers and Judges in evaluating the Final Awardees and we consent to the use of such information for that purpose.

Finally, if selected as a Finalist or Award Recipient, we hereby authorize the release and use, in connection with the VIRTUS AWARDS for 2019 and henceforth, of our names, our Property's Name, non-financial information, photographs, video and audio recordings of us in any form of media and from whatever source.

Signature over Printed Name/NOMINATOR

Signature over Printed Name/NOMINEE

Date: _____

Date: _____