

# Marketing & Promotions Application

Specific Criteria

Closing Date 28<sup>th</sup> August 2009 at 5pm

## MARKETING & PROMOTIONS

This award recognises a business, company or organisation that has demonstrated a high level of expertise in marketing and promotions.

Entrants in this category will be required to: describe their marketing and promotional activities over the past 12 months and the results that they have achieved and how these results have been measured and evaluated.

Your response to the specific criteria below should be a maximum of three (3) typed A4 pages with a minimum font size of 10pt: (Start your response on a new page)

### SPECIFIC CRITERIA

- Marketing Plans
- Advertising Campaigns, distribution methods / schedules and review
- Company image and branding
- Promotion campaigns / schedules and review
- Advertising, selling techniques and strategies used to create image and sales
- Product strategies used to develop product and production planning
- Initiatives in capturing target market
- Evaluation of competition
- Patents of ideas, registered trademarks and designs

### EVIDENCE GUIDELINE

- Details of marketing and promotion strategies
- Schedule of marketing and promotion activities
- Monitoring of marketing strategic plans, financial management and review of marketing success
- Measuring tools used to evaluate marketing success
- Evidence of marketing success
- Evidence of how you obtain and reach your customers
- Data base of customer details
- Methods used to follow up customer or leads
- Evidence of business marketing and promotion
- Competitive matrix/ evidence of assessment of competition
- Plans for continuous improvement of marketing and promotion
- Explanation of how allocated funds towards marketing and promotions contribute to the overall growth of your business
- Any evidence that marketing and promotional practice has elevated your business in relation to competitors

**Note; This list is a guide only of some of the evidence that may demonstrate your business success in this category, it is not an exhaustive list, nor may the entire list be relevant to your business or necessarily all that demonstrates the above criteria.**

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**ANSWER;**

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