



# FRANCHISE MARKETING AWARDS

4 April 2008

Royal Lancaster, Lancaster Gate, London

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## ENTRY FOR ALL CATEGORIES

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**The deadline for entries is 5pm on 29 February 2008.**

**We regret that entries received after this date will not be considered by the judging panel.**

## Important Information

### Rules

- Entries should not exceed the specified word limit. Any additional words WILL NOT be submitted to the judging panel.
- All entries must include the entry form (download at [franinfo.co.uk](http://franinfo.co.uk)) and the admin fee of £180 per entry.
- Two copies of each entry should be provided; one of these must be unbound.
- All entries should be sent as hard copies (to include any supporting evidence; any online evidence provided should be indicated within the entry as a hyperlink or on a CD-Rom).
- Incomplete submissions will not be considered.
- Submissions will not be returned.
- All material submitted will remain strictly confidential to the judges.
- The marketing campaign must be considered ethical by the judging panel.
- The effectiveness of a recruitment campaign will be judged on the targeted recruitment of quality franchisees, which enables sustainable growth. Entries will not be judged on the number of franchisees recruited.
- All claims must be substantiated.
- Entrants must be as objective as possible in their entries.
- The judges' decision will be final and there will be no written correspondence regarding their decisions.
- The categories may be changed at the discretion of the organisers.
- Entrants can enter more than one category.
- In the unlikely event of the Awards Dinner being cancelled the value of the tickets will be refunded in full.
- The winner of each category will be announced at the Awards Dinner.
- The Franchise Marketing Awards 2008 is open to all UK franchisors that can demonstrate excellence and achievement in what they do. Eligible franchisors must be registered in the UK and accredited by the British Franchise Association.

**PLEASE SEND ALL ENTRIES AND PAYMENTS TO:**

Venture Marketing Group, 6<sup>th</sup> Floor, 111 Upper Richmond Road,  
Putney, London, SW15 2TJ

## The Awards Categories

### Product & Service Awards

*All awards in this section reward the effective and innovative marketing of company products and services.*

#### Best Overall Marketing Campaign

Judges will be looking for a clearly developed theme that has been applied over a period of time (minimum 6 month campaign). Key criteria will include:

- development of an idea across at least three mediums, e.g. advertisements, radio and web
- consistency and longevity of approach
- overall impact and brand awareness

#### Entry requirements:

- Entries must relate to a campaign that has taken place between Jan 2006 – Jan 2008.
- Entrants must provide actual examples of promotional material and a maximum of 1,000 words on how the key criteria has been met.

#### Best Website

The judging panel will be looking for an effective website. Websites will be assessed on:

- use of technology
- innovative design
- branding
- content
- ease of navigation
- 'Website Stickiness' (techniques that make the site worth revisiting)

#### Entry requirements:

- Entrants must provide details of the website URL and the following statistics: unique user stats, registered user stats.
- Entrants must provide a maximum of 500 words on how the criteria set has been met including targets and objectives of the website.

#### Most Innovative Marketing Campaign

The judges will be looking for creative thinking and application of new and original ideas or approaches within a marketing campaign. This can include:

- interesting or unusual routes to the market
- creative concepts in adverts, direct marketing, online, SMS, CD-Rom
- any other types of promotional activities

#### Entry requirements:

- Entries must relate to a campaign that has taken place between Jan 2006 – Jan 2008.
- Entries to provide response rates where possible.

### **Best Brand Management**

The judges will be looking for a proactive and coordinated approach to your branding and how that brand is managed across a franchise network. Key criteria will include:

- demonstration of clear communication of brand values to franchisees
- evidence of how franchisees' use of your brand is controlled
- consistency of branding across all franchisee marketing

#### **Entry requirements:**

- Entries should include examples of branding across a variety of media, at both national and local level.
- Entries must show the guidelines to which the franchisee must conform.

### **Best Franchisee Marketing Support**

This award recognises the management and support of your new franchisees' marketing. The judging panel will be looking for a clear demonstration of high standards in training, management and support of your franchisees' marketing activities, as well as evidence of cost-effective results. This can include:

- monitoring and control of spend
- a clear framework for local marketing
- evidence of return on investment and overall impact from franchisee marketing spend
- examples of materials produced

#### **Entry requirements:**

- Entries must be submitted by the franchisor.
- Entries must relate to the first two years of a franchisee's business; the start of which should not date before Jan 2007.
- Entries must show measurable results, incorporating analysis of objectives, spend and outcomes of franchisee marketing.
- Entrants must provide a maximum of 1,000 words on the effectiveness of the franchisee's marketing spend.

### **Franchisee Recruitment Awards**

*All awards in this section reward effective and innovative methods of recruiting franchisees.*

### **Best International Franchise Expansion Programme**

The judges will be looking for a company that has launched or expanded its franchise outside the country in which the franchise was first developed.

- evidence of versatility in exploiting new markets
- a proven ability to overcome obstacles associated with international expansion
- evidence of sustainable growth

#### **Entry requirements:**

- entries must relate to expansion that has taken place over the last 2-3 years.
- entrants must supply the necessary statistical information to support your entry where necessary (e.g. market share and sales performance)
- entrants must supply a maximum of 1,000 words on the expansion programme and how objectives have been met.

### **Best Recruitment Literature**

The judges will be looking for good concept, design, content, originality and the ability to effectively capture the attention of the relevant audience.

#### **Entry requirements:**

- Entries must relate to a campaign that has taken place between Jan 2006 – Jan 2008.

### **Best PR Campaign**

The judges will measure a campaign on how extensive and targeted the PR campaign is in reaching its desired audience.

#### **Entry requirements:**

- Entries must relate to a campaign that has taken place between Jan 2006 – Jan 2008.
- The entry should accompany a portfolio of articles and a list of all the coverage including circulation figures. The overall success of the campaign will be measured by the number and size of articles and the relevance of the media to the franchisors target market.

### **Best Advertisement**

This award is based on the creativity of an advertisement, across any medium, whether it captivates the intended audience. The judges will decide if the concept, design, headline and text are memorable, captivating and effective for its purpose.

#### **Entry requirements:**

- Entries must relate to a campaign that has taken place between Jan 2007 – Jan 2008.
- Entrants must provide an actual example of the advertisement along with details of where it has appeared and 500 words on how the advert meets the judges requirements.

### **Most Creative Exhibition Stand**

This award is measured on the creativity of the stand design and the level of attraction to catch the visitors' attention. This can apply to any franchise exhibition.

#### **Entry requirements:**

- Entries must relate to a campaign that has taken place between Jan 2007 – Jan 2008.
- Entrants must provide a photograph/drawings of the stand along with a 1,000 word explanation on initiatives used on the stand to attract visitors.

### **Franchise Recruitment Team of the Year**

This award is for an outstanding team that has significantly increased the number of quality franchisees recruited in 2007 and secured sustainable growth.

#### **Entry requirements:**

- Entries must relate to a campaign that has taken place between Jan 2006 – Jan 2008.
- Entrants must provide details of their marketing campaign (including objectives and how they were met). Entrants must provide details of any innovations which made a significant impact on a campaign
- Entries must show measurable results.

## Entry Form

**Company name:** \_\_\_\_\_  
(Please note this name will appear in all future collateral as it is written here)

**Category entered:**

**Product & Service Awards**

- Best Overall Marketing Campaign
- Best Website
- Most Innovative Marketing Campaign
- Best Brand Management
- Best Franchisee Marketing Support

**Franchisee Recruitment Awards**

- Best International Franchise Expansion Programme
- Best Recruitment Literature
- Best PR Campaign
- Best Advertisement
- Most Creative Exhibition Stand
- Franchise Recruitment Team of the Year

Address: \_\_\_\_\_

\_\_\_\_\_ Postcode: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact name: \_\_\_\_\_

Job title: \_\_\_\_\_

Direct line: \_\_\_\_\_ Email: \_\_\_\_\_

I have read and understood the entry rules.

Signature: \_\_\_\_\_

- Please tick if you are interested in enhancing your profile in the Business Franchise Awards Supplement

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We regret that entries received after this date cannot be  
considered by the judging panel.**

**PLEASE NOTE: A £180 + VAT admin fee will apply for each category entered  
(cost includes two complimentary seats at the event)**

## Payment Details

All payment is to be made by credit or debit card ONLY.

### Contact Details

Name: \_\_\_\_\_

Organisation: \_\_\_\_\_

Job Title: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Tel: \_\_\_\_\_ Post Code: \_\_\_\_\_

Email: \_\_\_\_\_ Fax: \_\_\_\_\_

Number of categories entered

**PLEASE NOTE: A £180 + VAT admin fee will apply for each category entered**  
(cost includes two complimentary seats at the event)

Please debit my card for £ \_\_\_\_\_ plus 17.5% VAT

Please select:  Mastercard  Visa  Amex  Switch  Delta

Card number:  /  /  /

Expiry date:  /  Issue no. (debit cards only):  Security no:

Name of cardholder: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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Putney, London, SW15 2TJ

# Entry Form

Entrants must adhere to the specified word limit for each entry, whilst clearly demonstrating the eligibility of their marketing campaign for the specific category.

## Judges Hints & Tips

1) It is recommended that you approach **the written part** of your entry as follows:

- begin with a **brief description** of the campaign, product or service that you are entering

### Products & Services Awards

- refer to each **specific bullet point**, where specified in an individual category, and provide a brief explanation of how your campaign fulfilled these requirements and the results that were achieved

### Franchisee Recruitment Awards

- discuss the concept and break the campaign down into its basic components ensuring that specific evidence is related throughout the main body or text
- finally **summarise your entry** in the last paragraph concluding why your company's campaign should be considered for this category

- 2) **The key issue: uniqueness.** The judges will be looking for excellence in promoting ethical franchising, which means raising the profile of franchising to both the general public and potential franchisees with an existing knowledge of the industry.
- 3) If you wish to include **quantitative evidence** to support your entry, ensure the data is **clear and punchy**. Stick to hard results (numbers of users, quantitative, evidence of performance) rather than rambling anecdotal evidence. Refer your results back directly to your aims and objectives stated earlier, thereby demonstrating how the specific campaigns achieved the desired results.
- 4) If you wish to supply **hard copies of design work** they must be either **mounted or supplied on CD-Rom**, clearly labelled and referenced in your written entry (you may use the Supporting Evidence section at the end of this entry form).
- 5) **Online campaign** examples will be viewed via your supplied **URL address**. It is recommended that you also **provide printed colour screenshots** of significant website pages. These must be mounted, clearly labelled and referenced in your written entry.
- 6) **Testimonials** regarding the specific award category, not the company in general will be accepted as part of your written entry.

## Your Entry

**Category entered:** \_\_\_\_\_

*Please use the space below:*

Continue onto an additional piece of A4 if necessary.

## Supporting Evidence

You may supply any supporting evidence in the following formats:

- A **live URL link** (if online) – please outline full instructions below  
NB. If providing a URL that requires a password, please ensure you provide one in the entry! With online links, bear in mind that it may need to be accessed via telephone or modem line – ensure the judges do not need to connect via ADSL or broadband.  
It is also recommended that you provide printed colour screenshots of significant website pages. These must be mounted, clearly labelled and referenced within your entry or using the space below.
- A **demonstration CD** or **other simulation** – please enclose a single copy
- A **video** – please enclose a single copy
- **Marketing material** – please enclose a single copy of each example  
NB. These must be either mounted or supplied on CD-Rom, clearly labelled and referenced within your entry or using the space below.
- **Testimonials** regarding the specific award category  
NB. These should not refer to the company in general, but in relation to your entry.

*Do not send everything to do with the solution! Ensure it is relevant to the entry.*

***Please use the space below:***

Continue onto an additional piece of A4 if necessary.