

## 2023 Marketing Excellence Award Nomination

Nomination Deadline: October 31, 2023

### INSTRUCTIONS:

- Please carefully read and complete this form
- Submit completed nomination form with attachments to the Lindsay & District Chamber of Commerce at [info@lindsaychamber.com](mailto:info@lindsaychamber.com)
- Physical copies of applications can be delivered to 180 Kent Street West, Lindsay
- Telephone: (705) 324-2393
- Check out the full list of categories at [www.lindsaychamber.com](http://www.lindsaychamber.com)
- The Chamber reserves the right to contact the nominee to verify information below
- Businesses nominated in multiple categories MUST only select 2 categories to put forth for submission

### CRITERIA:

This award celebrates outstanding strategy, campaign or media executions. The award acknowledges a business in any industry that demonstrates consistent branding, strong advertising, public relations, promotion, or sales achievements. Consumers and suppliers easily recognize this entity for their branding, creative or media. Nomination considerations include, but are not limited to: logo design and implementation, use of varied media, consumer awareness, leading by example, community involvement, event or cause sponsorship, enhancement of business premises, online presence, and more.

Testimonials are strongly encouraged (maximum 5).

\*All fields required

Nominee:
Contact Name:
Phone Number:
Email:
Address:
Website (if available):
Your Contact Information (if different from above)
Your Name:
Your Phone:
Your Email:

PART 1 - PLEASE COMPLETE

In approximately 100 words, please describe why you feel this company should be nominated based on the above criteria:

PART 2 – PLEASE COMPLETE

The following information is required, as judging will be based only on the information provided. The more thorough, comprehensive and/or informative the application, the higher the potential points score.

How is this company innovative and creative in their marketing approach? (max. 200 words):

Describe how the nominees branding of products and services are considered innovative and creative? (max. 200 words):

Is the nominee creative in their mobile marketing? Are they utilizing different marketing platforms? (max. 200 words):

Please describe their online/digital marketing (max. 100 words):

Describe the strategy, creation, execution and results of any new product or services launch? (max. 200 words):

Please describe their demonstrated relationship with their consumers/business. (max. 200 words):