Entry Form: Best Wine Marketing Communications Campaign

This is the entry form for the **2021 Best Wine Marketing Communications Campaign**.

Entry and judging criteria can be found on the WCA website [HERE](https://winecommunicators.com.au/best-wine-marketing-communications-campaign/).

Please ensure you complete all sections (noting word limits where they apply) by typing under the relevant headings of this application form.

Any additional and supporting materials can be submitted as part of the online entry process.

Alternatively supporting materials can be:

- Sent electronically to the following email address: wca@winecommunicators.com.au, OR

- Sent as a hard copy to the following address: 5/181 Gilles Street, Adelaide SA 5000

**Entries close Friday 3 September 2021.**

Good Luck!

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**Please complete ALL SECTIONS below, failure to do so may result in your entry not being considered.**

**SECTION 1: PERSONAL DETAILS**

|  |  |
| --- | --- |
| Applicant’s Full Name: |  |
| Nomination Name: |  |
|  | \*NOTE: this is the individual or business that will officially receive the Award (should the entry be successful) |
| Organisation: |  |
| Position: |  |
| Nominee Contact Number: |  |
| Nominee Email: |  |

|  |  |  |
| --- | --- | --- |
| Nominee Social Handles: |  |  |

**FACEBOOK INSTAGRAM**

|  |  |  |
| --- | --- | --- |
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**TWITTER LINKEDIN**

**SECTION 2: QUESTIONS & ANSWERS**

**1. Descriptive summary of the marketing communications campaign, its structure and intended results. This may be used for PR purposes. (200 words)**

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**2. Describe why the campaign was undertaken and how it added value to the organisation/product. (200 words)**

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**3. Who was the audience and what was the relevance of campaign to this audience? (200 words)**

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**4. How was the campaign rolled out and measured and what was its success? Demonstrate this success through the measurables determined. (200 words)**

For example, circulation, response garnered, website figures, followers gained, social media engagement, sales or critic reviews and reporting.

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**5.Please provide a maximum of four examples highlighting the nominees body of work within the campaign. This can include advertising output or materials, advertising plan, new branding activity and other. This can be submitted as part of the online entry process.**

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**SECTION 3: SUPPORTING MATERIAL**

**Please attach the following supporting material to your on-line entry form.**

* **Examples of marketing communications for the campaign** Per Q5. above
* **A high-quality image to represent the person/organisation being nominated.**

This may be used for PR purposes.

* **Company logo high-res** (if applicable)

If you experience technical difficulties, please email us directly: [wca@winecommunicators.com.au](mailto:wca@winecommunicators.com.au)