



2nd Annual Warrillow Awards Small Business Marketer of the Year Award – Entry Form

Please complete all sections of the form.

- Entrant Information
- Program Details
- Samples

Tell Us Who's Involved:

Name of Company: _____

Type of business: _____

Address: _____

Entry submitted by (name): _____

Title: _____

Company: _____

Phone number: _____

Fax number: _____

E-mail: _____

Contact person (if different from above): _____

Phone number: _____

Fax number: _____

E-mail: _____

Campaign or Initiative Information: _____

Complete name of program: _____

Product/Service: _____

Dates campaign started and ended: _____

Country(s) or Region in which it ran: _____



Section 2 – Program Details

Please describe a specific marketing campaign or initiative targeting small business in 2008. Tell our judging panel why you should be crowned Small Business Marketer of the Year. Use a separate entry form for each campaign.

- 1. OBJECTIVES** (approximately 150 words)
What were your business objectives? Please be as specific as possible.
- 2. INSIGHT** (approximately 200 words)
What insight about the small business market were you leveraging to build this campaign?
- 3. EXECUTION** (approximately 200 words)
Describe how the campaign or initiative was executed. Include your selection of both traditional and/or new media, and describe any partnerships you leveraged and why.
- 4. RESULTS** (approximately 200 words)
How effectively did the campaign meet your objectives? Please provide objective and specific proof of the success of your campaign.

Legal Notice: All entrants agree to allow any information contained in their submission(s) to be exhibited and/or published at the discretion of Warrillow & Co.

Entries can be sent by mail or courier to:

Leah Fegan
Warrillow & Co.
152 King Street East, 2nd Floor
Toronto, ON
M5A 1J3

For more information please contact Leah Fegan at leah.fegan@warrillow.com or 416-368-8279 ext 289.

Deadline March 31st, 2009



Section 3 – Samples: What Are You Enclosing?

1. Each entry form must have its own complete set of original, unaltered, unmounted samples of the campaign. Separate samples are required for each entry, even if it is the same campaign in different categories. We regret that we are unable to return samples.
2. Please label all samples clearly with program name and company name
3. CDs, CD-ROMs and DVDs should be used for “live” samples like active websites, online advertising, e-mail, etc. For all other samples, please provide a printed copy. Acceptable CD-Rom formats: WMV, MOV, MPG, AVI, PPT, and any other common Windows format. No MAC proprietary formats accepted. Files must be on Windows readable media.
4. If you are submitting samples on CD, CD-ROM or DVD, please indicate on the jewel case exactly what is included (to assist the judges who will be reviewing your entry).

	Components	Enclosed (place an 'X')
Broadcast Note: Please submit only the video elements of the campaign.	DVD for television	
	CD for radio, music	
	Script	
Direct Mail Note: For entries in the Direct Response Direct Mail category, please submit only the direct mail elements of the campaign (no other elements will be judged)	Direct mail package (exactly as it would have been received).	
Statements	Statements (exactly as it would have been received)	
Digital	Active websites: please include URL address and any required passwords.	



	Inactive websites: the site must be copied or posted in a separate area. Please include the navigation design for the site or the part of the site being reviewed along with required passwords.	
	Active e-mail: please include URL address and any required passwords or copy on CD-ROM.	
	Inactive/Static e-mail: please provide printed copy.	
	Active online advertising: please include URL address and any required passwords or copy on CD-ROM.	
	Inactive/Static online advertising: please provide printed copy.	
	CD-ROM: submit actual sample.	
Print media	Actual tearsheets from magazines and newspapers if possible (photocopies are allowed).	
Public Relations	Press coverage (photocopies allowed).	
Telephone	Recording of role playing or live conversations	
	Telemarketing script	
	Telemarketing call guide	
	Telemarketing training manual	
Other: <i>please specify</i>		