



TSM Marketing Effectiveness Awards – Entry Form & Criteria

Entries close: 22nd November 2019

Introduction

To win a BETA Marketing Effectiveness Award is to achieve the highest recognition available in the Equestrian Industry for your commercial activity. The Awards set the global benchmark for excellence in effective communications in equestrian by requiring entrants to prove the increased value they have created for their brands.

To reflect the changing nature of how marketing and communications solve business problems, marketing & communications activity will be interpreted in its broadest sense, and include anything from in store, show circuit and mass media advertising tools (e.g. print or TV-led campaigns) through to support and use of sponsored riders as well as digital and social media.

We encourage entries that represent the widest possible spectrum of marketing activities:

- Single activities or a full year program
- From all parts of the supply chain, including retailers, manufacturers and suppliers
- Small, medium or large budgets

The goal of the award is to recognise the contribution marketing makes to solving business problems and improving business results. As such, the emphasis in judging will be on demonstrating the contribution marketing has made to business improvement. To emphasise this point, low/no budget entries are especially encouraged.

Judging Criteria

Above all, judges are looking to reward the entries that most persuasively establish the link between marketing activity and an increase in business performance.

How will we judge this?

Judges will have four key criteria in mind:

1. Is the **business problem** you were trying to solve with marketing activity clearly articulated?
2. **Business contribution:** how impressive are the benefits delivered? Entrants are encouraged to attempt to measure the financial contribution of the activity to the business but it is expected that this may be hard to do. Submissions that demonstrate other non-financial benefits are encouraged
3. **Strength of proof:** How convincingly and credibly does the paper establish the link between the marketing activity and the business benefits & any measured financial contribution?
4. **Clarity of case:** How well written, structured and presented is the case?

Entry Form – Marketing Effectiveness Award 2020

Company Name: _____

Address: _____

E-mail & web-site address: _____

Telephone No: _____ Name of Contact: _____

Suggested Entry Submission structure

Maximum of 1000 words - Please continues on additional sheets if necessary

1. **Explain the background.** This should be in the context of the commercial situation of the brand, going back several years (if needed) before the activity or campaign.
2. **Define the problem and the role for your activity.** What was the role for your activity? You need to define this clearly. What was the problem that marketing communications could solve?
3. **What did you do?** Describe the activity and how it happened
4. **What results did you get?** Describe the non-financial and if at all possible the financial returns you got.
5. **What did you learn?** What would you do differently or do more of the next time you repeated the activity

Please return the completed form to BETA, East Wing, Stockeld Park, Wetherby, LS22 4AW or email to agy@beta-uk.org by 22nd November 2019.