



**THE**  
*Industry*  
AWARDS 2021  
HAIR | BEAUTY | BARBERING



## EXCELLENCE IN MARKETING ENTRY FORM

The Excellence in Marketing award celebrates a business that has delivered successful marketing initiatives that achieved significant results for their salon, spa, clinic or barbershop. The winner of this award demonstrates planning, innovation, creativity and a clear understanding of their target market.

Business owner's name	
Business name	
Address	
City	
Postcode	
Phone	
Email	
Instagram handle (optional)	

## RULES OF ENTRY

- By entering the awards you agree to abide by the competition rules.
- Entry fees apply and are non-refundable.
- Entries and supporting documents (where requested) are due by 31 August 2021. No entries will be accepted after this date.
- The judges' decisions are final and no correspondence will be entered into.
- Shortlisted finalists may be required to verify the information they have submitted if evidence provided is not sufficient. All information received and submitted will be treated in the strictest confidence.
- Finalists will be required to submit a photo when requested (to be used in the presentation at the event).
- This award category is open to businesses in the hair, beauty and barbering industries.

## ENTRY REQUIREMENTS

- A physical copy of your entry must be submitted. Questions can be answered on this entry form or in another printed format. For example, a printed word document, booklet or folder. Remember the presentation of your entry is scored by the judges.
- Entries must not exceed the word limit (where specified).
- Entrants in this category are asked to submit a hi-res, horizontal photo of their salon, spa, clinic or barbershop team to [info@industryawards.co.nz](mailto:info@industryawards.co.nz) which may be used in the presentation at The Industry Awards event.
- Please provide figures and answer the questions based on activities undertaken in the last financial year (1 April 2020 to 31 March 2021) unless otherwise stated in the question.

## JUDGING PROCESS AND CRITERIA

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At all stages, judges score independently of other judges.

- Stage one of judging is carried out by Industry Awards representatives. During this stage a shortlist of finalists are identified.
- Stage two of judging is carried out by hair, beauty or barbering industry representatives. Outlined below are the criteria used to judge this award.

Entry demonstrates use of effective marketing initiatives	30%
Entry includes strong results with evidence	30%
Entry demonstrates business acumen	15%
Judges' overall impression	15%
Presentation	10%
<b>Total</b>	<b>100%</b>

## QUESTIONS

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### 1. Target market (Total word limit: up to 1 page)

**A:** How would you describe your clients?

**B:** How do you tailor your business and what it offers to appeal to your target market? For example, pricing, promotions, branding, design, services, business personality.

### 2. Marketing initiatives (Total word limit: up to 2 pages)

Describe your most successful marketing initiative or initiatives from the last year (1 April 2020 - 31 March 2021). Include information on your:

- Target audience
- Overall strategy and objectives
- Marketing initiatives and activities completed
- Results and outcomes
- Costs incurred in the marketing initiatives and activities

### 3. Other supporting information

If you have any additional comments, examples, references, photos or information to support your entry in the Excellence in Marketing award, include them in this section.

## SUBMISSION

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- All entries must be received by Tuesday 31 August 2021.
- Please send all entries to: The Industry Awards Team, Level 2, 107 Customhouse Quay, Wellington, 6011
- All entries must be accompanied by a completed entry form.
- Entrants who wish to have their entries returned must include a self addressed prepaid envelope or courier bag with their entry.