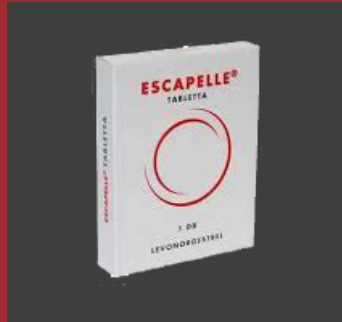
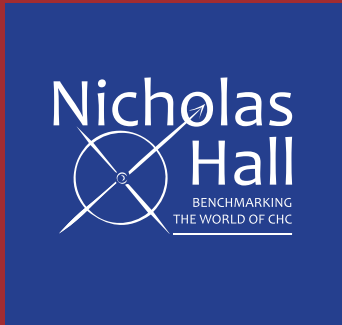


NICHOLAS HALL CHC MARKETING AWARD 2021

*To be presented during Nicholas Hall's
European e-Conference - 28 & 29 April 2021*



The Judging Process

Judges will compile a shortlist of 5 entries and we will ask those shortlisted to send us a 5 minute case study video which will be shown during the first day of our European e-Conference on 28 April 2021. Delegates of the e-Conference will then be asked to vote for the winner, which will be announced on day 2 of the e-Conference on 29 April 2021.

Entry deadline: 31 March 2021

Send entries to Jennifer at
Jennifer.ODonnell@NicholasHall.com

Entry requirements

Must have appeared between September 2019 and March 2021

ENTRY FORM

☐ I wish to enter _____ brand name(s) for the Nicholas Hall CHC Marketing Award.

Mr/Mrs/Ms/Dr First name: _____ Surname _____ Company: _____

Job Title: _____ Address: _____

Post / Zip Code: _____ City: _____

Country: _____

I enclose / will supply separately the material detailed below.

Submissions must be received by 31 March 2021 and must include:

- Covering document (250 words max) giving your reasons why the submitted brand(s) deserve the award
- Brief statement of marketing strategy
- Examples of packaging
- Examples of campaign execution (eg: consumer and trade advertising in film, TV, internet, press or out-of home media, and point-of-sale if applicable). Entries for the Best European CHC Advertising need include only the material you wish the judges to consider.
- An indication of the brand's performance in the marketplace (please note that detailed commercial information is not required)
- If possible we would prefer all TV campaigns to be submitted in mpeg format

By entering, you give permission to include a link to the product website and run the advert on the Nicholas Hall Group of Companies website.

