

How To Enter

There are three components to an Employer Brand Management Awards entry submission. These are the entry summary, the entry statement and the supporting materials.

These two should be submitted as a single PDF document, of up to a combined word count of 1000 words.

Written supporting materials do not contribute towards the word count. Please ensure this document is no larger than 10MB.

Entry Summary

The entry summary should be 300 words or less and include the following:

Entry synopsis – a short summary of the project or campaign

Category entered and why the work fits into that category

Industry context – what is the company's place within the market?

Budget (optional)

Entry Statement

Write an entry statement of up to 700 words. The statement should cover objectives, the research and planning behind the submission, the creativity and innovation, strategy and implementation, and results. Listed on the next page are some useful questions to ask yourself when preparing your submission. In addition to these components, within each category the judges are looking for, and scoring on, different criteria. Please look at the categories and ensure you are meeting the separate requirements.

The entry statement should cover:

Objective

What were the goals/targets?

What did you want to achieve?

Why were the objectives necessary?

What catalysts prompted the project/campaign to be carried out?

What was the brief? (optional)

NB: We advise that, where the submission is project or campaign based, this includes a guide on the project brief, budget and timeframe to help put the project into context for the judges.

Research And Planning

What research was conducted?

How did it represent the target audience?

Did the research expose any problems or additional challenges?

Were changes needed to meet the objectives?

Creativity And Innovation

How was your employer brand management solution interesting/different/unique?

Strategy And Implementation

How was the research incorporated into the strategy?

How did the project reach its target audience?

How was the strategy implemented?

Were there any unexpected problems or unforeseen circumstances?

Results

How did you meet your objectives?

Were there any unexpected outcomes?

What was the ROI? (optional)

Is there any evidence to support the outcomes?

How was the project received internally?

Supporting Materials

Please include a selection of supporting materials that strengthen your entry by providing evidence of your achievements. Materials should illustrate your work and aid the narrative of your entry statement. It's best to include only those materials that are directly relevant to the specific category.

Images illustrating the project or campaign

Press coverage (up to five examples)

Social coverage (up to five examples)

Video (up to three minutes, please send a link rather than the video file)

Statistics: any relevant statistics (optional)

Client feedback

Testimonials

NB: Videos can be more than three minutes long if submitting for the best use of online video or best corporate viral campaign. We do not accept video files so please provide links and log in details if necessary. Please also ensure that there isn't an expiration date on the video link.