2020 Marketer of the Year Award

WHAT MAKES A WINNER? ORIGINALITY AND SUCCESS. These are the two most important qualities judges look for in an entrant’s campaign. If you’ve recently executed a marketing campaign that was a success for your business, then consider yourself a contender for Floral Management’s Marketer of the Year.

WHAT’S THE PRIZE? A $5,000 cash prize, sponsored by Design Master color tool, inc., will be awarded to the winner during a ceremony at the Society of American Florists’ (SAF) Annual Convention, September 9-12 at Westin Kierland, Phoenix, Arizona. Plus, a profile of the winner will be published in the September issue of Floral Management.

WHO CAN ENTER? Floral industry retail, wholesale and growing operations that are SAF members can enter Floral Management’s Marketer of the Year Award. Entrants must be in business for at least two years, and must be in good standing with all vendors.

WHAT IS CONSIDERED A MARKETING EFFORT? Any, innovative effort to increase store traffic and sales volume within the last 5 years will qualify as a marketing strategy and can be included in the Campaign and Execution section of the entry. Such efforts may include advertising (newspaper, radio, television, etc.), direct mail, in-store events, contests, community networking, customer service efforts and much more.

Entries will be judged by a panel of successful floral business owners and at least one non-industry marketing expert. Judges will review and score all entries. Originality and success are the two most important attributes judges look for. The entry receiving the highest score is the winner.

The attached entry form must be received by June 5, 2020. The entry fee is $50

Send 7 copies of the entry along with a check made payable to Floral Management to:

Floral Management
1001 North Fairfax Street, Suite 201
Alexandria, Virginia 22314-3406

For additional information, call Mary Westbrook (703) 838-5232
ENTRY FORM

2020 Marketer of the Year Award

For the purpose of this competition, marketing is defined as: Any effort undertaken in the last 5 years to increase sales, customer base and/or customer perception of a business, including but not limited to advertising, direct mail, public relations, merchandising and display and image enhancement.

Please type or print clearly — entry forms will be duplicated for judges. If you need additional room you can attach additional pages.

THE PRODUCT
Describe the product and/or services that are the cornerstone of your campaign.

________________________________________________________

________________________________________________________

THE CAMPAIGN
This is your opportunity to sell the uniqueness and originality of your campaign to judges. Explain in broad terms the campaign, what your goals were in executing it and why it was an innovative effort for your market.

________________________________________________________

________________________________________________________
This is where you show the judges your professionalism as a marketer. Briefly explain how you executed the campaign by describing the marketing/advertising vehicles used, contacts made, promotional materials used and the amount of money spent. **Include 7 sets of samples** of relevant direct mail, brochures, posters, cassette or videotapes, photos/slides or materials from the campaign (if any were used).

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**THE RESULTS**

Provide evidence of the success of your campaign. Include **financial statements** showing evidence of success (financials will be kept confidential) and a **narrative of the campaign’s successes**, including: 1) the time period during which you were trying to affect sales; 2) sales before and after the campaign, during the relevant time period (year to year, month to month, etc.); 3) other evidence, beyond sales, of the success of the campaign.

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What is your annual marketing/advertising and promotions budget?

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How much money did you invest in this campaign or series of campaigns (include advertising, promotional, marketing and all related costs)?

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ENTRY APPLICATION

2020 Marketer of the Year Award

Name/Title

Business Name

Address

City/State/Zip

Phone    Fax    E-mail

☐ Retailer  ☐ Wholesaler  ☐ Grower

Number of Stores/Branches

Number of Years in Business

Send to:
Floral Management/Sheila Santiago
1001 North Fairfax Street
Suite 201
Alexandria, VA 22314-3406

*Reminder: Include 7 sets of any print, photography, video sample from your campaign(s), so that each of the six judges will have the opportunity to see your complete campaign.

Please mail all forms and $50 fee by June 5, 2019
**ENTRY NAME:**

Floral Management’s 2020 Marketer of the Year Award

**SCORE SHEET**

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>MAXIMUM POINTS</th>
<th>SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. SUCCESS OF CAMPAIGN</td>
<td>20</td>
<td>________</td>
</tr>
<tr>
<td>How effective was the marketing campaign(s) in achieving its goals, relevant to resources spent to execute the campaign.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| 2. ORIGINALITY            | 20             | ________ |
| Does the marketing campaign(s) outlined in the entry show innovation, Originality of concept and overall Uniqueness in terms of approach? |

| 3. PROFESSIONALISM        | 10             | ________ |
| Was the campaign executed in a professional manner? Were the printed materials and any other aspects of the campaign(s) that were exposed to public professionally executed? |

| 4. OVERALL EXCELLENCE     | 10             | ________ |
| Based on the campaign(s) shown in this entry, how does the entry rate overall as a marketer? |

**TOTAL**  
_________