



# SAF's 30th Annual Marketer of the Year Contest

## GUIDELINES FOR ENTRY

### INSTRUCTIONS TO ENTER

To enter, please answer the application questions on page 2 in a separate document.

[Go here to upload the application documents, campaign materials, and submit payment.](#)

### 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 SAF's Marketer of the Year.

### WHAT'S THE PRIZE?

A \$5,000 cash prize, sponsored by Design Master, a division of Smithers Oasis, will be awarded to the winner during a ceremony at the Society of American Florists' (SAF) annual convention, Aug. 6-9, 2024 in Miami, Florida. A profile of the winner will be published in the September/October issue of Floral Management.

### WHO CAN ENTER?

Floral industry retail, wholesale and growing operations that are SAF members can enter SAF'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, paid social media, etc.), direct mail, in-store events, contests, social media posts, community networking, customer service initiatives 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. (An example of the score sheet is included in this document).

**Entry  
deadline:  
May 31, 2024**

The entry must be uploaded online by **May 31, 2024** at

[www.safnow.org/  
marketeroftheyear](http://www.safnow.org/marketeroftheyear).

**SAF will not accept  
mailed materials.**

Videos are accepted, but judges request that any documentation (financials, charts, photos of campaigns, etc.) included in videos should also be provided in a PDF.

**The \$50 entry fee is payable  
online during the submission  
process.**

**For additional information,  
contact Stephanie Brady at  
703-838-5230 or  
sbrady@safnow.org**

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.

**INSTRUCTIONS TO ENTER SAF’S MARKETER OF THE YEAR CONTEST**

To enter, please answer the application questions below in a separate document.

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**1. THE PRODUCT**

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

**2. 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.

**3. THE EXECUTION**

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. Include samples of relevant direct mail, brochures, posters, links to video, social media images that include relevant comments, or any other materials used in your campaign.

**4. THE RESULTS**

Provide evidence of the success of your campaign. Include financial statements showing results (financials will be kept confidential; you may redact irrelevant information) and a narrative of the campaign’s successes, including:

1. The time period during which you were trying to increase 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;
4. What was your business’s annual marketing/ advertising/promotions budget for this campaign?

**SAMPLE SCORE SHEET USED BY JUDGES**

CATEGORY	MAXIMUM POINTS
<p><b>1. SUCCESS OF CAMPAIGN</b></p> <p>How effective was the marketing campaign(s) in achieving its goals, relevant to resources spent to execute the campaign.</p>	<b>20</b>
<p><b>2. ORIGINALITY</b></p> <p>Does the marketing campaign(s) Outlined in the entry show innovation, Originality of concept and overall Uniqueness in terms of approach?</p>	<b>20</b>
<p><b>3. PROFESSIONALISM</b></p> <p>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?</p>	<b>10</b>
<p><b>4. OVERALL EXCELLENCE</b></p> <p>Based on the campaign(s) shown in this entry, how does the entry rate overall as a marketer?</p>	<b>10</b>