

floral SAF management

THE FLORAL BUSINESS AUTHORITY

2017 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 unique 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 special ceremony at the Society of American Florists' (SAF) Annual Convention, September 6-9 at The Breakers, Palm Beach, Florida. 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 unique, innovative effort to increase store traffic and overall 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 form. Such efforts may include advertising (newspaper, yellow pages, radio, television, etc.), direct mail, in-store events, contests, community networking, customer service efforts, image enhancement 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 2, 2017. The entry fee is \$25
Send 7 copies of the entry along with a \$25 check made payable to Floral Management to:

Floral Management
1001 North Fairfax Street, Suite 201
Alexandria, Virginia 22314-3406
For additional information, call Kate Penn (703) 838-5227

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ENTRY FORM

2017 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, duplicate this form or 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).

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.

What is your annual marketing/advertising and promotions budget? _____

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

2017 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 _____

PAYMENT:

Please include with your entry a check for \$25 for the entry fee made payable to Floral Management and send to:

Floral Management

1001 North Fairfax Street, Suite 201 Alexandria, VA 22314-3406

***Reminder:** Don't forget to **include 7 sets** of any relevant print, photography, cassette or 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 \$25 fee by June 2, 2017

Questions? Call Kate F. Penn at Floral Management, (703) 838-5227

(Sample score sheet used by the judges)

ENTRY NAME:

Floral Management's 2017 Marketer of the Year Award

SCORE SHEET

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