

## THE MARKETING AWARD

### ENTRY CRITERIA

british  
parking  
awards  
2010

This award is open to local authority and private car park operators, and their PR and marketing contractors. The award seeks to recognise best practice in advertising and marketing of parking facilities and services.

The marketing campaign may be aimed at the motoring public or at a specific professional audience – commercial drivers, parking managers, government, etc. The campaign may be to spread awareness or advertise the launch of an enforcement scheme, park & ride, residential parking schemes, a new controlled parking zone, an anti-crime initiative or an anti-fraud campaign.

The campaign may use leaflets, adverts, broadcasts, websites or events.

#### **The judges will be looking for evidence of a:**

- > A clear campaign aim and targets - what objectives, policy or product was the marketing campaign addressing
- > Good design
- > Evidence of impact and success
- > The extent to which the scheme met client needs
- > Use of different media (press, print material, radio, online) and events

#### **Where appropriate the following areas should be addressed and supporting material provided:**

- > The brief
- > Copies of adverts, flyers, leaflets, web page designs, etc
- > If online details of weblink
- > Recordings of broadcast or video campaigns
- > Brief biographies of key team members
- > Evidence that the scheme made best use of the resources and finance available
- > Evidence of the campaign's impact - cuttings, testimonials
- > Awards that the campaign has won

#### **HOW TO ENTER**

- > Entry is free. Please read the instructions and decide which awards you are going to enter by considering the detailed award criteria
- > Download and complete the entry form ([www.britishparkingawards.co.uk](http://www.britishparkingawards.co.uk)). If you are submitting your entry for multiple categories please fill in a separate entry form for each additional category.
- > Assemble photographs and any additional material.
- > Entries should be concise and written elements should be on A4 paper. Please provide at least one unbound copy of your entry.
- > Send your completed entry form and entry material to: **British Parking Awards 2010, Parking Review, Apollo House, 359 Kennington Lane, London SE11 5QY**