



Award Category - Best Marketing Campaign

The key criteria for this award are:

1. How productive was the campaign vs. the sales figures for that product? (Provide figures to support the nomination, for instance, marketing spend vs. revenue per 12 month period)
 2. What are the distinguishing creative concepts used for the marketing campaign, that differentiate it from its competitor's marketing activity?
 3. What is the level of contribution that the campaign has made in raising awareness of the world food market in general?
 4. Have any new sales opportunities for the product been achieved as a result of the campaign?
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ENTRANTS DETAILS

Name of Wholesaler:

Address:

Postcode:

Tel:

Email:

Fax:

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WORLD FOOD AWARDS 2010



Description:

Please supply a description - up to a maximum of 500 words - of why you feel you should win the category – Best Wholesaler. Please carefully consider the judging criteria when submitting your entry form and include supporting evidence - including sales figures, photographs or other relevant information if applicable.

The closing date for entries is **Friday 30th July, 2010**. If you need further help or assistance please contact - lyndsey@worldfoodsonline.com