



Generic Body Campaign of the Year

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Welcome to the International Wine Challenge - Generic Body Campaign of the Year

Please be aware that once you start the entry process you will not be able to quit the form and save your answers for completion at a later date. While you may edit your answers within the form it is important that you finish the entry process once you have started it. Incomplete entry forms will not be saved and received by the International Wine Challenge.

We strongly advise that you prepare your answers in Word before beginning the online entry process. This will allow you to copy and paste your answers into the entry form and will avoid any time-out issues on the Merchant Awards website.

Entry criteria

- This award is for a single campaign or event in 1 year
- The campaign or event must be fully or partially funded by a governing body supporting wine from a specific country or region
- The campaign or event must have taken place in the UK

Please note if you do not meet the entry criteria for this award you may still be eligible for one of our other awards. Please check website for details.

Additional requirements

Where possible please send documents to support your entry to marketing@internationalwinechallenge.com. This year we request that this material is sent in a single PowerPoint presentation no larger than 4 MG. It is important that you do not send emails over 4 MG as we cannot guarantee receipt of large files.

Please ensure that your email includes your company details and the name of the award you are entering. The presentation should be annotated to include the question that the example/documentation corresponds to.

Entry fee

The entry fee will cover the cost of the judging process and enable the IWC to continue to improve and enhance the awards. The entry fee for Generic Body of the Year campaign is £100 plus VAT.

Entry questions

On the next page are the questions you will find when you click on the online entry form. Please read them carefully and remember – **once you start the online entry process you will not be able to quit the form and save your answers for completion at a later date.**

Your details

Company name
Job title
Your name
Contact email address
Company address
Contact telephone number
Please enter your website address
Number of employees
Principal Director
Principal Buyer

Campaign Details

Please remember to submit low resolution examples of your campaign material to support your entry

Campaign name

Start and end date of the campaign

Total cost of the campaign £

Name of the governing body that funded the campaign

Percentage of the campaign funded by the governing body %

Campaign Initiative

What was the purpose of this campaign? (300 words)

Campaign Objectives

What were the specific goals of the campaign and how were they measured? (Max 300 words)

What marketing and promotional activities did you use to achieve these objectives? (Max 300 words)

Campaign Results

Did your campaign result in a measurable uplift in sales?

Yes
No
N/A

If yes please give details (max 100 words)