



Westpac  
New Zealand  
Franchise  
Awards 2021



# Marketing Campaign of the Year

## Marketing Campaign of the Year

This award recognises a franchise system who can demonstrate it has applied robust marketing practises in a campaign that has successfully engaged its market and delivered outstanding results.

The winner of this award is not eligible for the Westpac Supreme Awards.

### Eligibility criteria

To be eligible for this category, the business must have been trading for a minimum of 2 years (as at 1 April 2021) and complete the following business profile and category questions.

The marketing campaign that is presented in the entry must have been completed within the last 12 months (before 1 June 2021).

### Business profile

Please provide an introduction to your business, e.g. what you do, where you are based, how many franchisees/ staff, when you started trading and franchising.

The business profile must be one page or less.

### Category questions

Category questions responses must be of less than 3000 words in total (generally under 6 pages).

1. Describe the marketing campaign, outlining the scope, intentions and objectives for it and your drivers for doing it.
2. How did you go about planning and preparing for the campaign, and what challenges did you need to consider?
3. Explain what you implemented, who was involved and how you did it, eg what media you used.
4. Please provide information demonstrating the success of your campaign:
  - Include detailed measures of outcomes achieved in terms of market engagement, customer feedback, financials.
  - Include any evidence that the campaign delivered clear value and return to your franchisee.

### Entry Notes:

- All entries must be in a minimum font size of 11
- Photos, graphs, tables and other visuals can be used within the entry as well as in an attachment that demonstrates your performance. This attachment is to be a maximum of 3 pages.