



COFFS COAST BUSINESS AWARDS 2023 - ENTRY QUESTIONS

Category – MARKETING AND ADVERTISING

You will be required to provide a 100 word biography for your business to be used for promotional purposes. As well as provide contact details and some information about the business, such as registered ABN, address etc.

MARKETING AND ADVERTISING:

The Marketing and Advertising award recognises businesses who have undertaken an effective and innovative marketing / advertising practice which has led to extraordinary success. Applicants should reflect the critical role marketing /advertising has as a vital source of value creation for the business.

Questions:

1. Who are your target markets? Max word count: 350.
 2. What are your unique selling points and demonstrate how you communicate these to your target markets? Max word count: 400.
 3. Explain your business achievements and or results through marketing / advertising campaign/s you have undertaken in the previous 12 -24 months. Max word count: 400.
 4. Describe any key challenges you faced in developing a marketing / advertising campaign in the previous 12 - 24 months and explain how you overcame it. Max Word count: 400.
- Once you have answered these questions go to the application 'enter now' section of the website and follow the instructions.
 - You will use your email account to upload your completed Entry Forms.
 - You must also submit 1 landscape image in JPG format.