



## AWARD ENTRY COVER SHEET

Name of Award:	<b>James &amp; Wells Innovation in Marketing Award</b>
Name of Organisation:	
Contact Person:	
Title:	
Email:	
Phone:	

If successful, who will the award be presented to at the GMP Pharmaceuticals Gala Dinner, Thursday 30 March 2017?

.....

## Verification statement

I have authorised the submission of this entry into the Natural Products New Zealand Industry Awards 2017.

I confirm that the company is a current financial member of NPNZ for two years or more both at the time of entry and will be at the time of the announcement of the Award result.

I confirm that all of the information supplied as part of this entry is complete and accurate to the best of my knowledge and belief.

Name: .....

Company Name & Position: .....

Dated: .....

### Checklist:

Have you:

- Noted the deadline of 9am Monday 20 February 2017?
- Completed an online PDF Entry Form for each category you wish to enter?
- Included a completed Entry Cover Sheet with EVERY entry?
- Provided a high resolution image of your company logo in jpeg format via email or Dropbox?
- Couriered or emailed any supporting material to arrive on Monday 20 February 2017?

**NOW: Save this pdf and email your entry to [kerry@naturalproducts.nz](mailto:kerry@naturalproducts.nz)  
Don't forget to attach the pdf to your email.**



### James & Wells Innovation in Marketing Award

To be awarded to a company that has achieved exceptional results from an innovative marketing solution. This may include, but not be limited to, innovation in: product performance, product system, packaging design, sales channel, brand expression and communication, customer service and customer engagement.

- ▶ Your organisation: Please tell us in a paragraph or two about your organisation – its size, structure, and a very brief history (10 points)

*(If your answer is longer than the space provided, please open and attach a separate Word document)*



### James & Wells Innovation in Marketing Award

- ▶ Outline the marketing challenge you were facing, the customer insights you gained, and the resulting plan you developed and executed to overcome your problem based on those insights (30 points)

*(If your answer is longer than the space provided, please open and attach a separate Word document)*



### James & Wells Innovation in Marketing Award

- Demonstrate through your entry a thorough understanding of innovation as a systematic approach to a business problem, the importance of consumer insights in designing your solution, and, where relevant, that innovation in marketing is not limited to just a new product or pack design (20 points)

*(If your answer is longer than the space provided, please open and attach a separate Word document)*



### James & Wells Innovation in Marketing Award

- ▶ Demonstrate the success of your plan in terms of sales and % increase from base, and/or any other parameters you may have measured e.g. brand awareness, customer satisfaction

Explain how the success of this marketing innovation will contribute to the future of the company (40 points)

*(If your answer is longer than the space provided, please open and attach a separate Word document)*

Total Points 100