

## Sample form, not for offline completion.

Visit <https://prolificnorthmarketing.awardsplatform.com> to enter.

# Best B2B Marketing Campaign

A successful B2B campaign - whatever the channel - can have a huge impact. This campaign award is for any agency or brand proud to have made a difference in the B2B sphere through a recent project, ensuring boosted sales, brand awareness and market share.

### Important Information for Your Entry:

#### Eligibility & Timeframe:

- Your entries should showcase work completed within the twelve months leading up to the final entry deadline. For the Prolific North Marketing Awards, this period is roughly August 2024 to August 2025.

**Before You Begin:** You can review all the entry questions and requirements in a convenient PDF format, even before registering or logging in. Look for the "Download Entry Information" link on the homepage.

#### Submitting Your Work:

- Feel free to enter the same piece of work into multiple relevant categories. Our portal makes this easy with a simple 'copy' feature – just duplicate your entry and tailor it as needed for each category.
- Need to make changes? You can edit your submitted entries anytime before the final deadline of 8 September 2025. For exceptional circumstances regarding extensions, please contact Caroline on [Caroline@prolificnorth.co.uk](mailto:Caroline@prolificnorth.co.uk).

#### Who Can Enter?

- To be eligible, your organisation's headquarters or an operational base must be located in the North of England or Scotland.
- For collaborative work (e.g. an agency submitting a campaign for a client), either the agency or the client must have a presence in the North or Scotland.

#### Entry Title Format:

Please use the following structure when naming your entry:

- **Agency /Company/Team Name** (for Agency/Company/Team Awards)
- **Agency Name & Client Name – Campaign Name** (for Campaigns or Creative Work Awards)
- **Full name - Company name** (for Individual Awards)

#### Entry Fees:

- **Early Bird Discount:** Submit your entries by **7 July 2025** to benefit from a reduced admin fee of £150 + VAT per entry.
- **Standard Entry:** Entries submitted after the Early Bird deadline and up to **8 September 2025** will be charged an admin fee of £200 + VAT per entry.

#### Free Entry Categories

- Prolific Marketer of the Year
- Prolific Marketing Rising Star of the Year

- Not-for-Profit Campaign of the Year
- Best In-house Marketing Team

Discounts for Early Bird entries will be automatically calculated at checkout, and entry fees can be paid conveniently by credit card.

### Navigating the Entry Process:

Once you've selected the category you wish to enter, simply proceed to the next tab for detailed information on the required submission materials.

Please ensure you read the Terms & Conditions before submitting an entry <https://www.prolificnorth.co.uk/terms/>

Entry name

Company/Agency/Team

The name of the company/agency that the entry is for (this information will be used in the awards show, should you be nominated and on the trophy engraving should you win).

Client (optional)

The name of the client you did the work for (this information will be used in the awards show, should you be nominated and on the trophy engraving should you win) if you're entering your own work, and not for a client, you can leave this field blank.

Company Logo



This will be used during our winner's announcements, so if you are submitting on behalf of a client and would like them to get recognition during the show, please upload their company logo, rather than your own.

Company Logo - white (optional)



Please provide a white version of your logo - our award presentation will be a black background so this is to ensure your logo can be seen.

LinkedIn Social handle (optional)

This is so we can congratulate you on social media, in the event of a nomination or win.

X Social handle (optional)

This is so we can congratulate you on social media, in the event of a nomination or win.

Instagram Social Handle (optional)

This is so we can congratulate you on social media, in the event of a nomination or win.

Website (optional)

Office Location(s)

If your organisation is headquartered or has an operational base in the North of England and/or Scotland - you're eligible to enter.

**Please note:** if you're entering work done in partnership with another organisation, for example, an agency submitting a campaign delivered for a client - either the agency OR client needs to have a presence in the North and/or Scotland to be eligible.

**A member of the Prolific North team will check this field so please let us know your Northern and/or Scottish location.**

Number of employees (full & part time)

Why should your campaign win? Max 100 words

100 words

Objectives

150 words

What were the objectives and budget? Max 150 words

Judges pay specific attention to this section and love to read objectives that are clear, specific and measurable. If you are unable to provide exact budget figures, please include at least an indication of the budget - this can be what differentiates your entry from other entries!

Target audience, strategic approach & insight

250 words

In a brief summary (Max 250 words), showcase your clear understanding of the intended audience, the core strategies employed to connect with them, and the underlying insights that informed your campaign.

Implementation

250 words

How did you implement your campaign and what channels did you use? Max 250 words

Evaluation & results

250 words

Critically evaluate your campaign's performance in a concise summary (maximum 250 words). Clearly state whether your objectives were met or exceeded, providing specific evidence to support your claims. Detail the evaluation tools and techniques employed to measure success. All entries are required to provide results as part of the entry process.

### Entry Video (optional)

You have the option to add either a Youtube or Vimeo link (please make sure to have your video set to public).

This video should be of your entry or to support your written entry and **shouldn't be longer than 3 minutes** - please let us know if you'd like your video to be kept confidential otherwise we might choose to show it on the night should you win.

You will **not** be penalised if you do not include a video - it is optional.

☐ If you have uploaded a video, please tick this box if you want it kept confidential. (optional)

### Entry Image



This will be the image we will use across marketing and event materials in the event of a nomination or win.

It can be an image from your campaign (if applicable), a company logo, team photo or a headshot.

Max file size - 10MB

**Supporting files** - If you have additional creative or infographics you can combine them into one pdf for the judges' consideration. This is optional and only if needed to supplement your entry

**Supporting URL(s)** - If you have a webpage or site that shows your work, then you should add the link here. Please don't include a website that is not part of your entry as this will be judged as part of your submission.

Material may be supplied as follows:

1. Upload one PDF file. Maximum file size is 5MB per piece. You can only submit one file so please ensure you collate any relevant information.
2. Provide website URL's to the publicly accessible campaign or active URL of a landing page. Please ensure any applicable usernames and passwords are provided and active.
3. Please do not upload any further written material as the judges will not consider these. The written component of your entry should be fully explained within the provided form fields.