

# Sample Entry Form

## Campaign Track

A track that is dedicated to recognise the *Best Campaigns* and initiatives across all industries. Small businesses that have launched creative campaigns, that are effective to support their goals and win the target audience are eligible to apply in this track.

Small Business, as defined by ONS.

BEST CAMPAIGN AWARD



### CRITERIA



*All Best of United Kingdom Small Business Awards entries are scored based on the following criteria:*

**Business, Leadership and Vision: 40%**

Business: 20%

Leadership: 10%

Vision: 10%

**Objectives, Innovation, Planning & Execution: 20%**

Objectives: 5%

Innovation: 10%

Planning & Execution: 5%

**Effectiveness & Results: 40%**

Results: 30%

Effectiveness: 10%

**Please note:** The following is a sample form designed to guide you in filling in your entries. Visit the BASA Awards website on Zealous to access your form for registration.

## SAMPLE ENTRY FORM

***Important: Do not attach private and confidential information about your business.  
Only provide information that can be shared with the general public.***

### **Main images\* (high-resolution) - MANDATORY**

- Upload your logo.
  - Upload at least one picture of your founder and/or staff.
- High-resolution images only.

### **Pictures (high-resolution)**

Include a maximum of 20 high-resolution pictures of your business, products, services, or other. They can be the same as in the official pictures field above but must be in higher resolution (minimum 1920x1080 or 1080x1920). The file size limit is 20 MB (per file). This is not mandatory, but yet, it will help the judges and the public to connect with you.

### **Video**

Although not mandatory, we suggest you create one short video (max 3 min) of your presentation and attach its link. The link to your video must be made public with no password protection and it will need to have subtitles in English language, for non-English speakers.

### **Your Website\***

Add a link to your website or microsite.

### **Social media**

Provide links to relevant social media channels like Facebook, Twitter, Instagram, and LinkedIn, so we can tag you in our promotional posts.

## SAMPLE ENTRY FORM

***Important: Do not attach private and confidential information about your business.  
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### **Company Description\***

Include basic information about your small business, such as name, origin, etc. How did your company start? What product or service does your company offer? Tell us about a distinctive feature of your products or services that makes you stand out. Who are your target consumers? Provide a specific feature about your company that wins your consumers. What are the current and future goals of your company?

### **How has your product and/or campaign solved a real-world problem? \***

Describe a campaign that has created a difference in your industry. What makes your campaign different from the others in your sector? What are the results of the campaign? Is it Increased sales, partnerships, customers, or others? Did your campaign show the deeper purpose of your company?

### **My company should win this Award because...\***

Tell us why your company should win this award. You can provide accomplishments, a change implemented by your business, or solutions to a challenge. How will this award benefit you? Provide convincing reasons why your business is fit to win the award. Also, tell us how this award will help your company grow.

## SAMPLE ENTRY FORM

***Important: Do not attach private and confidential information about your business.  
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### **Your business growth\***

In this section, describe the growth pattern of your business. How did your business evolve over the years? Draw a comparison between when you start and where your business is at now. What has changed? Have you introduced new products or services? Have your profits grown in the past 2 years? Have you recruited new staff members? How is your workforce evolving with time? What is your client growth rate? What change are you most proud of?

### **What results do you want the judges to know\***

In this section, showcase your achievements. Display how your success and why you deserve recognition. Tell us more about the strategies you have followed to achieve your goals. What, in your view, makes you stand out from other competitors in your industry?

