



## Star Awards 2019

### Best Marketing Campaign

Attracting a greater diversity of people into wholesale is one of the many ways we are working to make UK foodservice and grocery wholesale a more attractive career choice. This category will reward recruitment campaigns *and other initiatives* that portray wholesale to be an exciting, attractive long-term career choice. Campaigns must use a multitude of platforms and channels including digital and social media, with clear and tangible results.

Name of the business:

Address:

Contact email:

Contact number:

#### Questions that should be covered

- How important is marketing within your business?
- Please include details of the key marketing channels / platforms that you use and their reach.
- Please include details of how you market your business to customers and, if relevant, internally to employees
- Please include examples of initiatives that have helped to promote wholesale to be an attractive, fun and / or exciting place to work
- Please include images / screen shots, data, engagement (i.e. Facebook 'likes', Google Analytics figures where relevant.
- What has been the impact on your business of these initiatives?
- How did you overcome challenges along the way?
- What are your goals for the next 12 months?

Please feel free to use testimonials to add weight to your entry and up to five images, where relevant. Please include this cover sheet with your entry.

Max word count 2000 send entries to [info@newerapr.co.uk](mailto:info@newerapr.co.uk) by August 30<sup>th</sup>

Please indicate (Y/N) if you are happy for us to use the content in your entry in future marketing and literature to promote best practice.

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