



AWARD ENTRY COVER SHEET

Name of Award:	James & Wells Innovation in Marketing Award
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

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)



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- ▶ 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)



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- ▶ 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)



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- ▶ 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