**Entry Form:**

**Golden Parrot B2B Awards 24’**

Follow the steps below and make sure to send your work to [hando@marketingparrot.com](mailto:hando@marketingparrot.com) by May 14th, 2024.

**Step 1**

Please choose a category\* by **adding** **an “X” next to the category name or code.**

\*the same work may be submitted to multiple categories, please fill out a separate form for each category/entry

**Branding, Awareness and Demand Generation in B2B**

Judging criteria:

1) Creative idea/ Originality 40%

2) Quality of execution 40%

3) Results 20%

A1Website (design and copywriting)

A2Branding, advertising or sponsorship campaign

A3Sales materials (brochures, catalogues)

A4PR and content creation for media

**Best Use of Channel in B2B**

Judging criteria:

1) Strategy 25%

2) Quality of execution 25%

3) Results 50%

B1 LinkedIn

B2 Podcast

B3 Instagram

B4 Corporate event

B5 Corporate blog

B6 Corporate publication, magazine

**Lead Generation, Performance Marketing, Sales in B2B**

Judging criteria:

1) Results 80%

2) Idea 20%

C1 Lead generation campaign

C2 Trade show, exhibition

C3 Sales activity, sales campaign

**Step 2**

Please describe the business challenge: your product, market situation, competition, customer behaviour or other relevant background information.

(300 words max)

**Step 3**

Please describe the goal.

(150 words max)

**Step 4**

Please describe the strategy and creative idea.

(500 words max)

**Step 5**

Please describe the results.

(200 words max)

**Step 6**

Please add relevant\* media examples (images, links, videos etc). Make sure to provide a download link for bigger media files.

\*Bear in mind the jury’s time and attention span is limited – keep it relevant.

**Step 7**

Credentials: write down all the key names and companies to be credited for the work.

Ready? Please send us the form in .docx or .pdf along with a link to all additional media. Submit your work to [hando@marketingparrot.com](mailto:hando@marketingparrot.com) by May 14th, 2024. Good luck!