



## **A Guide to winning an ISP Award – Rewarding Promotional Effectiveness**

(Top tips for a successful submission)

- Every year, potential award- winning promotions fail to win recognition because of presentational laxity. Judges are not specifically told to mark down slovenly presentation but psychologically it does not impress them. They are even less impressed with blatant breaches of the 'Terms and Conditions' of entry, e.g. agency names plastered all over an entry. You have been warned!

Here are some tips for enhancing your winning chances.

### **1. What is sales promotion?**

Read the ISP's definition of sales promotion. It's in the call for entries. The ISP Awards cover the whole range of media channels. If promoting sales is your business, you should be entering the ISP Awards.

### **2. Increase your chances of winning**

Enter the appropriate industry category in section A and don't forget sections B to G. Most campaigns fit two or three categories.

### **3. Enter the right categories**

Enter relevant categories and if submitting the same promotion in several categories make the submissions specific to each category. Judges mark the category and you will lose marks if the submission is not relevant.

### **4. Look at Display ([www.isp.org.uk/display](http://www.isp.org.uk/display))**

This site shows ten examples of how to write and present submissions. All the examples are previous Gold winners in the ISP Awards, and can be viewed on [www.isp.org.uk/display](http://www.isp.org.uk/display)

### **5. Be clear and concise**

Your entry will be judged by up to ten people. They each have about ten minutes to be impressed by your work. So be clear and concise; give them facts and figures, not padding and waffle.

### **6. Be relevant**

Make your budgets, results and support material relevant and specific. Benchmark results against objectives and make sure your objectives are measurable. Don't forget, 40% of the marks awarded are for meaningful results.

### **7. Don't make assumptions!**

Your promotion may be the best thing since sliced bread, but you must assume the judges have never heard of it before, and will judge only on the evidence you submit.

### **8. Read the Terms and Conditions!**

- Agency names must not appear
- Ts & Cs must be provided where applicable
- Use the checklist on page x of the call for entries

NB. We don't try and tie you up in red tape, but we do try and give you a level playing field.

### **9. Use your spell checker**

Judges are not impressed by bad spelling and grammar.

**10. Please give the job of entering your best work to someone knowledgeable. You are spending good money by submitting your campaigns- make a professional job of it!**

**Remember- a win in the ISP Awards is the only UK qualification for the IMC European Awards and the MAAW Globes Awards- so don't waste your opportunity!**