

# Best Publicity Campaign Application Form

* All application forms must be typed. Handwritten applications will not be accepted.
* A copy of this application form must be uploaded as per instructions.
* Text boxes will extend as you type and where word limits exist it is clearly stated. Adjudicators have a lot of material to read so concision in answers is appreciated. Remember adjudicators award marks for facts above all else so make use of bullet points, etc. when appropriate.
* Please read through the nomination form in its entirety before filling it out. Read and answer the questions, do not repeat yourself, brevity is appreciated by the adjudicators, however don’t leave anything important out. Uploading your application as a shared word doc in Google Drive is a good idea so that more than one person can work on it. Spell and grammar check and read and answer the questions. **Note and adhere to the word count as the judges will only read up to that amount.** (Note: you do not need to meet the word count, just don't exceed it).If using any Hyperlinks make sure they are working and save as a PDF for uploading.

# Marking Scheme

* The Best Publicity Campaign application consists of a total of 100 marks. This is divided as follows:

**Application form**: consists of one section (*nomination*) with multiple questions (90 marks)

 ***Supporting Documentation***

* + **Portfolio**: a mandatory portfolio of supporting documents.
	Note: Your portfolio can take any form but they need to be portable. This is visual so avoid too many words. (5 marks)

**Discretionary marks**: for overall impression (5 marks)

**GOOD LUCK!**

**Background Information**

|  |
| --- |
| **Name of Publicity Campaign** |
|  |

|  |
| --- |
| **Name of Society** |
|  |

|  |
| --- |
| **College** |
|  |

|  |
| --- |
| **Name of person submitting** |
|  |
| **Phone Number** |
|  |
| **Email Address** |
|  |

|  |
| --- |
| **Number of members** |
|  |

|  |
| --- |
| **Please detail the society’s aims and objectives.** |
| *Tips: These should be the aims and objectives as outlined in the society’s constitution.* |
|  |

|  |
| --- |
| **Please provide a brief summary of the Publicity Campaign. It is important to include a timeline of the campaign.** |
|  |

|  |
| --- |
| **Please detail any involvement from outside parties in any stage of the publicity campaign. (i.e outside graphic designers, web designers, etc)** |
|  |

|  |
| --- |
| **Please detail the finances (if any involved in the publicity campaign)** |
|  |

Tips for Portfolio at [this link](https://www.bics.ie/awards-online-portfolios)

**PLEASE PROCEED TO SECTION 1**

**Section 1: Nomination**

*Total marks: 90*

|  |
| --- |
| **2.1  How did this publicity campaign fulfil the society’s aims and objectives?** (*10 Marks)* **(Max words 400)** |
| *Please make specific reference to the aims and objectives listed in the society’s constitution. List the aims and directly link ways the campaign helped achieve them.* |
|  |

|  |
| --- |
| **2.2 Please outline all aspects (both digital and non-digital) of the publicity campaign.** (20 *Marks*) **(Max words 800)** |
| *Tips: It’s important in this section to outline all facets of the campaign. It’s important to showcase all elements of the campaign and explain why took the approach you did.* |
|  |

|  |
| --- |
| **2.3 How was the publicity campaign organised?** (*20 Marks*) **(Max words 800)** |
| *Tips: It’s important in this section to outline who was involved in the campaign and what duties they undertook. Show the judges how you planned and executed this campaign from start to finish.* |
|  |

|  |
| --- |
| **2.4 Please outline the variety and innovation of the publicity campaign?** (*10 Marks)* **(Max words 600)** |
| *Tips: What makes your campaign original? What makes your campaign standout?*  |
|  |

|  |
| --- |
| **2.5 Please show how the campaign was successful and the impact this had on the target audience?** (*20 Marks*) **(Max words 800)** |
| *Tips: How much of a reach did this campaign have? What measures of success do you have? Gives facts and insights to support your success.* |
|  |

|  |
| --- |
| **2.6  Please detail the challenges faced in the organisation and execution of the publicity campaign.**(*10 Marks)* **(Max words 600)** |
| *Tips: Also include how you overcome these challenges.* |
|  |