



**NCSC DENMARK AWARDS**  
Registration form  
**BEST MARKETING CAMPAIGN**

**How to apply:**

Complete and send below registration form, company logo and photos or movie explaining your campaign to [denmarkawards@ncsnordic.org](mailto:denmarkawards@ncsnordic.org) by **August 30**. As the winner will go on to compete in the Nordic Finale, we kindly ask you to provide answers in English. Please [contact us](#) should you have any further questions.

**Basic Center Facts**

1	<b>Type of center</b>
2	<b>Center name</b>
3	<b>Visiting address</b>
4	<b>Owner</b> (incl. contact person and contact information)
5	<b>General marketing strategy</b> (max 100 words) Brand promise, position, market area, competitors, budget and goals

**Definition – Best Marketing Campaign**

This award will be given to a center that has created an outstanding, time limited campaign with a clear goal and measurable effect.

1	<b>Describe the idea behind the campaign</b> (max 50 words)
2	<b>Describe the goal of the campaign</b> (max 50 words)
3	<b>Describe the result and what you achieved</b> (max 50 words)
4	<b>Which media channels did you use for your campaign?</b>
5	<b>What <u>short</u> and <u>long</u> time effects did your campaign render?</b> (max 50 words)
6	<b>How does the campaign relate to your overall marketing strategy?</b> (max 50 words)

7	<b>How was the campaign followed up?</b> (max 50 words)
8	<b>Campaign budget:</b>
9	<b>Total marketing budget:</b>
10	<b>What makes your campaign unique?</b> (max 50 words)

**Contact responsible**

Name
Email address
Phone
Invoicing information (Competition fee of 2.250 DKK + VAT will be charged upon entry.)