

Hollard. SPORT INDUSTRY AWARDS 2023

BRAND OR SPONSOR OF THE YEAR

WHO SHOULD ENTER?

This award is open to any consumer-facing brand or sponsor which is either i) a brand that uses sport as a marketing platform or ii) an endemic sports brand.

ABOUT THIS CATEGORY

- The organisation must have a consumer-facing brand identity (but can have a B2B focus)
 - Entrants must be significantly active within South Africa.
 - Entrants should be able to demonstrate a body of work within sport that benefits the brand or sponsor's business objectives.
 - Entrants should demonstrate an impact on South African audience – where global results are included, SA results must be specified.
 - Brand or Sponsor of the Year will be judged on performance between 31st August 2022 and 30th September 2023.
 - The entire Judging Process is fully overseen by our independent auditors, and all information submitted is kept strictly confidential.
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JUDGING CRITERIA

Judges will assess entries in this category with particular attention to the points below:

- A brand/sponsor that has excelled in quality, creativity and engaged with its target market.
 - Evidence of a body of work that has made a difference to sport and/or the sport industry and/or the brand/sponsor's target market.
 - Differentiation from competitors.
 - Evidence of an improved brand score, strong business growth and financial results.
 - If the brand/sponsor's core function does not have a direct link to sport, it should demonstrate how it operates within sport and uses its assets to tell the brand story to meet business objectives.
 - Demonstration of a clear and defined positioning and personality that has remained faithful to its core values.
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ENTRY FORM QUESTIONS

ADDITIONAL ENTRY DETAILS

Should this entry progress through judging, the details below will be used on the Official Shortlist. This is the **only** information that will be shared beyond the Judging Panel.

TITLE (Name of the event, campaign, brand, sponsorship, agency)

PROFILE (maximum 150 words)

ENTRY FORM

The information below will remain **strictly confidential**.

ELEVATOR PITCH (maximum 150 words)

BRAND OR SPONSOR OVERVIEW (maximum 100 words)

IN WHAT WAY HAS THE BRAND OR SPONSOR USED SPORT THIS YEAR TO DIFFERENTIATE FROM ITS COMPETITORS? (maximum 150 words)

FINANCIAL PERFORMANCE OF THE CAMPAIGN (maximum 100 words)

OBJECTIVES (maximum 100 words)

EXECUTION (maximum 150 words)

RESULTS (maximum 150 words)

SOURCES (optional)