



**5 JULY 2010**  
 Grosvenor House,  
 A JW Marriott Hotel, London W1



## Marketing Campaign Awards 2010

No matter how big or small your business, never before has well targeted marketing been so vital to your commercial success.

To recognise this, Caterer and Hotelkeeper will present two prestigious Catey trophies to individuals and groups who have run the most enterprising and effective overall marketing campaigns over the past 12 months. The awards will be presented with the other Catey trophies at the annual Caterer and Hotelkeeper Awards dinner at the Grosvenor House hotel, London, on 5 July 2010.

### Best Independent Marketing Campaign

The most enterprising and effective overall campaign run by a single-unit restaurant, food service operator, hotel or pub, without recourse to a centralised marketing department. A single unit is defined as one directly controlled by its owner and not belonging to a group, as defined above.

Individually owned hotels that are members of a consortium should enter this award.

### Best Group Marketing Campaign

The most enterprising and effective overall campaign run by a hotel, food service operator, restaurant, leisure or brewery group. A group is defined as an organisation operating more than one unit, under central control and separated geographically. Entries in this category may be for a single unit within the group, or for the group as a whole or any part of it.

"When Richard Ware and I faced 200 school caterers to launch the 10 out of 10 Campaign we had no idea that 15 months later we would be collecting the Group Marketing Catey in front of 1000 leaders of the Industry. Cambridgeshire Catering Services has built on that success with a further 9% growth".

**Arnold Fewell, Managing Director,**  
**AVF Marketing Ltd**

### Entry Form

This must be completed and submitted with supporting material to: Eric Williams, Events Co-ordinator, Caterer Group, Quadrant House, The Quadrant, Sutton, Surrey SM2 5AS. (Closing date: Friday 05 March 2010).

Signature of executive responsible for submitting entry \_\_\_\_\_

Name \_\_\_\_\_

Position in company \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_

E-mail \_\_\_\_\_

Category entered (please tick):  Group  Independent

#### About your campaign

Your answers to the following questions will be used by the judges in their assessment of your entry and should not form part of any mounted material.

**ALL QUESTIONS MUST BE ANSWERED**

1 List your marketing objectives

2 What was your target market, and why?

3 What special activities/events did you organise to achieve your marketing objectives and how did you quantify their success?

4 How did you promote/advertise these activities – both externally and internally? (Give details of your campaign and schedule)

5 What was your budget for this campaign?

6 How successful did you think your campaign was?

(Please provide your answer in not more than 200 words)

All entries should be typed and submitted on A4 paper.

#### Terms and Conditions

- The competition is open to any hotel, restaurant, brewery, leisure or food service business regardless of size.
- Entries will be accepted from executives of the above businesses responsible for organising the campaign.
- Entries will also be accepted from advertising and PR agencies and marketing consultancies involved in the project.
- Entries will consist of material used during the past 12 months, mounted for display. Each entry should answer all questions (1-6) on A4 paper and be:
  - clearly labelled, especially different items within a single entry (eg, a series of advertisements or brochures, etc, which may form part of an entry)

- signed by the person responsible for submitting the entry
  - submitted on the official entry form.
- Closing date for entries is Friday 5 March 2010. Entries submitted after this date will not be accepted.
  - Judges will be assessing entries on the clarity of the marketing objectives, an understanding of the target market and the effectiveness of the campaign.
  - Entries will not be returned unless specifically requested in a formal letter accompanying the submitted material. Caterer and Hotelkeeper is unable to accept any responsibility for their safekeeping.
  - The judges' decision will be final and no correspondence relating to their decision can be entered into.