**BiG Challenge Interim Marketing Competition**

**Entry Form**

To enter the Interim Marketing Competition, send this completed entry form and any relevant documents including logos/photos/posters/videos to [bigchallenge@sheffield.gov.uk](mailto:bigchallenge@sheffield.gov.uk). **The closing date for entry is Friday 22nd November 2024 at 5pm.**

There are four awards available, and you can enter as many of the categories as you like – whether that’s all of them or just one or two.

Make sure to **answer all the questions in the relevant sections on this form**, and if you are entering more than one category, please send this entry form and all relevant documents in one email, with the subject containing your team name.

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| --- | --- | --- | --- | --- |
| **School** |  | | | |
| **Team Name** |  | | | |
| **Team Members Full Names** | **1.** |  | **4.** |  |
| **2.** |  | **5.** |  |
| **3.** |  | **6.** |  |

|  |  |
| --- | --- |
| **Give a brief overview of your business** |  |

|  |  |
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| **Award Categories** | **Select the award categories you’re entering** |
| Best Branding |  |
| Best Ad |  |
| Best Sales Pitch |  |
| Best Community Engagement |  |

**Best Branding sponsored by** 

Rebus Creative is a graphic design, branding and marketing company that supports organisations in developing all aspects of their brand, including logos, artwork, and wording. Founder and owner of the business, Jane Egan set up Rebus Creative in 2004, and works with business of all sizes, from a range of sectors and across the globe.

**Prize:**

The 2 winners of the *Best Branding* category will receive a branding workshop from Jane Egan at Rebus Creative including:

* An evaluation of your branding with suggestions for finalising your designs
* Creation of your logo as a suite of digital files
* Production of a brand stylesheet showing how to use your logo, different logo versions, the colour palette and font choices

**Questions:**

A logo is the basis of your business branding. Either attach it as a file to your email, or include it in the space below. It should be simple, relevant, memorable, timeless and versatile.

1. **Describe the different design aspects of your logo and how you think it promotes your business?**

* How is your logo relevant to your business?
* How have you used colours, shapes and fonts?
* What does your logo represent?

1. **Where are you using this logo and branding?**

* How and where will you use it?
* How will your branding attract customers?

1. **What software have you used to create your logo?**

We would encourage teams to design the logos themselves, rather than rely on AI tools.

1. **Have you included anything else for us to look at? (e.g. posters, photos, video etc)**

**Best Ad sponsored by** 

unLTD magazine is a monthly print magazine and website for the Sheffield city business region community which is distributed to 5,000 businesses and organisations across the region. The magazine showcases and raises the profile of the Sheffield City Region’s businesses from start-ups to SMEs to large corporates through a variety of features.

**Prize:**

The 2 winners of the *Best Ad* category will have their adverts professionally created by one of the unLTD designers, and then printed in the January 2025 issue of unLTD magazine.

Physical copies of the free magazine are sent out to local businesses, and can be found at a number of hospitality venues across the city including the Showroom Workstation, and a digital copy will also be available online.

**Questions:**

**Your advert should be half a page in size. Either attach it as a file to your email, or include it in the space below.**

1. **Describe the different design aspects of your advert and how you think they promote your business?**

* Who is your target customer?
* How will your advert attract your target customer base?
* Does it have an engaging design?
* Why have you chosen the colours/pictures etc?

1. **Where are you using this advert?**

* Have you used it online or printed as posters?
* Have you seen an increase in sales from using it?

1. **What software have you used to create your advert?**

We would encourage teams to design the advert themselves, rather than rely on AI tools.

1. **Have you included anything else for us to look at? (e.g. posters, photos, video etc)**

**Best Sales Pitch sponsored by A screenshot of a video game

Description automatically generated with low confidence**

Andy Hanselman Consulting is a Management Consultancy working with businesses of all sizes to help them grow and develop their sales. They way businesses sell and promote their products/service is really important- people can’t buy your product if they don’t know about it! Andy and Jill help businesses with selling techniques, face to face selling, social media, networking and online selling.

**Prize:**

The 2 winners of the *Best Sales Pitch* category will get the opportunity to attend a pre-Christmas business networking event to:

* Sell your products (previous winners of this award have had one of their best sales days at this event)
* Meet and sell to local business people
* Benefit from lots of business advice from local employers

**Questions:**

1. **How are you demonstrating great selling techniques?**

* What unusual methods are you using to promote your business/products?
* How have you got people talking about your business?

1. **What makes your business different/special?**

* What is your unique selling point?
* Why should people spend their money with you?

1. **What have you included for us to look at? (e.g. posters, photos, video etc)**

**Best Community Engagement sponsored by **

Cavendish Cancer Care are a Sheffield based charity that provide support to people affected by cancer; whether that’s an individual with cancer diagnosis, those who are recovering from cancer, as well as family members of people affected by cancer. Cavendish Cancer Care work closely with the local community. This is both fundraising to collect monetary donations from people to allow them to carry out their work, and also to understand exactly what help the people affected by cancer would appreciate.

**Prize:**

The 2 winners of the *Best Community Engagement* category will receive:

* A community engagement workshop from one of the fundraising team at Cavendish Cancer Care
* A stall at the Cavendish Cancer Care Christmas Market event in December to experience a festive selling event and sell their products

**Questions:**

1. **How are you engaging with your community?**

* How have you involved your community in developing your business?
* What methods are you using to communicate/work with your community?

1. **How might your business benefit the community?**

* Are you donating a percentage of your profits to charity?
* Are your business activities improving something for local people?

1. **What have you included for us to look at? (e.g. posters, photos, video etc)**