

**IAFE HALL OF HONOR COMMUNICATIONS CONTEST AWARDS PROGRAM  
CATEGORY 22 FORM (2019)**

*Please provide all information requested on this form in the space allocated (no additional lines and or pages of explanation) and place in your presentation binder/folder as the first three pages for Category 22. If you cannot do this in the "fillable PDF" format, please print and TYPE your responses.*

**FAIR NAME:** \_\_\_\_\_

**FAIR STATE/PROVINCE:** \_\_\_\_\_

**DIVISION:** \_\_\_\_ (see rules, based upon attendance)

**Category 22 – Best Marketing Campaign**

**a. What were the goals of your marketing campaign?**

**b. List your budget/expenses.**

Total Marketing Budget (include cash value and trade) \_\_\_\_\_

Budget breakdown – provide a breakdown, either by giving the value or the percentage of overall budget for your various expenses.

Expense Type (ex: Radio advertising) \_\_\_\_\_ Value/Percentage (ex: \$55,000 / 30%) \_\_\_\_\_

c. **Describe your strategy.**

d. **Describe your execution process.**

e. **Who was your target audience?**

f. **What was your attendance? Describe the growth/decline rate.**

g. **Describe the challenges and/or problems of your marketing campaign.**

h. **Describe the results.**

*Place completed forms in your presentation binder/folder as the first three pages for Category 22*