

transform

entry template

# ENTRY FORM

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This template is a guide for what to include in your entry. You may design and brand the entry and its layout however you like. Judges often like entries that don't have too much text on one page as it makes them easier to read.

NAME: Joe Bloggs

JOB TITLE: Account manager

COMPANY: Cravenhill Publishing

EMAIL: Joe.Bloggs@TransformAwards.com

PHONE NUMBER: +44 20 1234 4321

ENTERING COMPANY: Transform Awards Client (if applicable): Transform magazine

INVOICE ADDRESS:

Transform Awards 123 London Street, London,

SW4 6DH

UK

Category entered: Best use of a visual property; photography/illustration/digital

The names provided on your submission will be used on all written references – the shortlist, winners book, trophies etc. Please check spelling, capitalisation and any punctuation is all correct.

# ENTRY SUMMARY

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UP TO 300 WORDS INCLUDING:

A short synopsis of your work The category entered and why.  
Budget – this is optional. Judges have found it useful in previous programmes to determine the scale of the project.

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# ENTRY STATEMENT

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Upload your entry as one PDF document (up to 10MB) including any supporting materials and URLs on the website

For each new statement written (even if it's the same client) you will need to fill in a new form on the website.

Write a statement to tell us about your project in 800 words or less; bullet points are fine. This is your opportunity to impress the judges and tell the story of your brand work. We advise that your entry statement should cover four sections:

## INDUSTRY CONTEXT:

Describe the market where your brand/ organisation fits. This helps the judges put the work into context.

## CHALLENGE:

What prompted the work? What need did it fulfil? What other factors and issues led to it? What did you want to achieve from development of the brand?

Setting out the challenges and objectives for the judges help them understand the way the project developed.

# ENTRY STATEMENT CONT.

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## STRATEGY:

Explain the strategy driving the brand solution. What is the target audience? What research did you conduct and incorporate? What led to the design approach? Were there any unforeseen problems? If so, how did you overcome them? How did you implement the strategy?

This helps the judges understand how the project and brand developed. The narrative for your strategy should link to your brand's objectives and goals for development.

## RESULTS:

Indicate how the results met the business objectives. Did you achieve what you set out to? Did you exceed expectations? Results can be quantitative or qualitative. Where relevant, judges find the ROI on the work useful.

NB: Although statistics can be impressive, there's no point trying to force them in if they aren't relevant to the category

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## GENERAL ADVICE

The most successful companies entering the Transform Awards have a clear narrative in their entry statement. Your entry should clearly tell your story with details of why the brand work was needed, how the strategy was developed then implemented and the how results fit the initial objectives.

Entries for the creative categories should include details, analysis or background on how the visual components of the work were developed and why they were used.

Entries for the strategic led categories should focus on the communications of the brand.

# SUPPORTING MATERIALS

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Supporting materials may be included to help the judges evaluate your entry. All supporting material should be relevant to the story of your brand development. For all rebrand projects ensure you include imagery from before and after. Please limit images to three pages.

Materials may include: reviews, testimonials, media coverage and additional information about your entry, organisation, project credits or third party organisations that contributed.

All materials should be accompanied by a brief caption explaining them.

Videos, graphs and tables may also be included in your supporting material, include details of the results and why they're relevant.

## BEFORE AND AFTER

All rebrand projects entered should provide before and after imagery for the judges to see how the brand has developed.

Include relevant images that illustrate the work you've done with relevant accompanying caption.