

# BPMA ANNUAL AWARDS 2023

25th January 2023 | Coventry

[www.bpma.co.uk/annualawards](http://www.bpma.co.uk/annualawards)



These terms and conditions relate to entries for:

- BRIMAN Award
- Marketing Campaign of the Year: Supplier
- Marketing Campaign of the Year: Distributor

**Promoter: British Promotional Merchandise Association Ltd**

## **BRIMAN Award and Marketing Campaign of the Year General Terms & Conditions of Entry**

1. The BRIMAN Award is open to BPMA distributor members only.
2. Marketing Campaigns are open to BPMA supplier and distributor members only and members should select the appropriate category. There is no charge for entries.
3. There are two categories open for Marketing Campaign of the Year, for suppliers and distributors: **Marketing Campaign of the Year: Supplier** and **Marketing Campaign of the Year: Distributor**
4. **BRIMAN Award:** only one (1) entry per distributor member. Multiple entries will be rejected.
5. **Entries close at 12pm (midday) Friday 6<sup>th</sup> January 2023 for all three categories.**
6. Marketing Campaigns: only one (1) entry per company and member type. Multiple entries will be rejected. Suppliers who are considered multi-channel can only select one category and are not permitted to enter in both categories.
7. Campaigns submitted must relate to the period 1<sup>st</sup> January – 31<sup>st</sup> December 2022.
8. **How to enter**
  - a. Entries must be submitted on the official Awards website, selecting either the BRIMAN, Marketing Campaign supplier or distributor category. You must be registered to access this entry process. Please visit [bpma.co.uk/awards](http://bpma.co.uk/awards) for links and information.
  - b. Each entry must feature a marketing campaign to promote the entrant's own business according to the criteria for each category.
  - c. Each question must be completed before submission can take place.
  - d. BRIMAN Award: you must feature British made or finished goods in your submission.
  - e. Marketing Campaigns: Each entry must include one piece of digital marketing that has been executed online.
  - f. Marketing Campaigns: Entries can include: online advertising, viral marketing, email marketing and integrated online and offline campaigns
  - g. All categories: You will be required to supply results that demonstrate an effective campaign which can consist of sales, increase in orders, client satisfaction surveys and any measurement which evidence success.
  - h. Please complete all sections of the online Entry Form and submit using the Awards platform no later than Friday 6<sup>th</sup> January 2023.
9. Once your entry has been submitted, the Awards platform will acknowledge entry receipt. Proof of entry is not proof of receipt.
10. Judging
  - a. BRIMAN: The BRIMAN Group will be judging the entries for this category, assessing each entry and attributing a series of scores to each entry to produce an overall winning score. All judges complete a confidentiality agreement to undertake the

judging process. The highest scoring entry in each category will receive the BRIMAN Award, presented at the BPMA Awards Dinner on 25<sup>th</sup> January 2023. In the event of a tie in either category, each judge will rank their preference to select a winner.

- b. Marketing Campaigns: an independent panel of judges (non-industry judges) will assess each entry, providing an overall score. The highest scoring entry in each category will receive the relevant Marketing Campaign of the Year award, presented at the BPMA Awards Dinner on 25<sup>th</sup> January 2023. In the event of a tie in either category, each judge will rank their preference to select a winner.

**11. Moderation and vetting:**

- a. The BPMA will vet each entry in line with the BPMA Code of Conduct and the CAP Code (non-Broadcast advertising code) to ensure all materials meet the marketable criteria.
  - b. All judging is moderated to ensure fairness and equality between panels. All possible steps are taken to avoid judges in panels where they have a vested interest. However, where a vested interest is unavoidable a judge will not mark, score or comment on that entry during the process and the entry will not be penalised as a result. All nominations are vetted for compliance with these Terms and Conditions together with legal compliance where applicable. Entries may be downgraded or disqualified at this stage.
12. In the event of circumstances outside the reasonable control of the BPMA, or otherwise where fraud, abuse, and/or an error affects or could affect the proper operation of these awards or the awarding of prizes, and only where circumstances make this unavoidable, the Promoter reserves the right to cancel or amend the awards or these Terms and Conditions, at any stage, but will always endeavour to minimise the effect to entrants in order to avoid undue disappointment.
13. All entries will remain the property of the BPMA, and we may wish to use information in them in PR activity, case studies or educational content without payment to entrants. Please ensure any information that is confidential and for the judges' eyes only is clearly marked as such in your submissions, any failure to do so is the sole responsibility of the entrant.