WINNER!

QUICK GUIDE

Which Award?

Researching and Evaluating Awards

Relevance

Does the award align with your sector, business size, and achievements?

Entry Fee

Some awards have substantial entry costs, while others are free. Factor this into your decision-making.

Past Shortlists & Winners

Have your competitors made the shortlist in previous years? What type of businesses typically win?

Prestige

How well-respected is the award in your industry? Will a win be meaningful?

Timescales

When is the submission deadline? Do you have enough time to create a strong entry?



CHOOSING THE RIGHT CATEGORY

WHAT MAKES YOU SPECIAL?

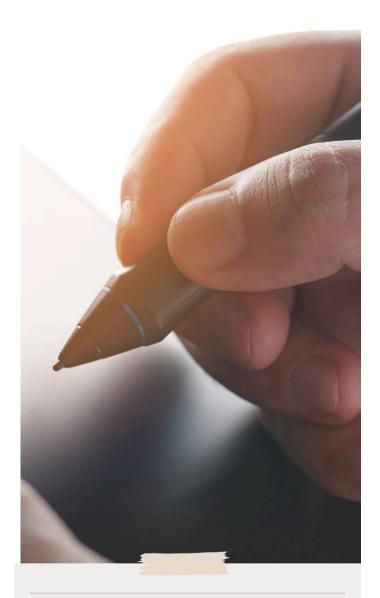
Choose a category where you stand out, rather than one dominated by larger competitors.

LESS IS OFTEN MORE

Some categories receive fewer entries, increasing your chances of being shortlisted.

TAKE A LOOK BACK

Read past winning entries (if available) to gauge what the judges value most.



Note:

Assess how much time and effort is required to put together a strong application before committing.

Evaluating Entry Requirements

- Simple Form-Based Entries Require short answers or bullet points. Less time-intensive but still needs a compelling narrative.
- In-Depth Submissions Require thousands of words, detailed case studies, testimonials, and supporting evidence.
- Multimedia Entries Some awards require videos, graphics, or interactive presentations to support your case.

Gathering Supporting Materials

Performance Metrics & Data

Sales figures, growth stats, client retention rates, or project success stories.

Case Studies

Real-world examples of how your business has achieved measurable success.

Testimonials & Endorsements

Client or stakeholder feedback can strengthen your credibility.

Visual Assets

Photos, infographics, or videos, if allowed by the entry criteria.

Keep in mind: If external stakeholders (such as clients or partners) need to provide testimonials, allow plenty of time to secure these. If there's any doubt about whether they will respond positively or promptly, reconsider that particular award.



Understanding the Judging Criteria

Many businesses fail to tailor their entries to the exact judging criteria, which can lead to automatic disqualification or lost points.

Pay attention

Read the judging criteria carefully. Some awards focus on innovation, others on commercial success or CSR initiatives.

When in doubt...

If the criteria are unclear, contact the awarding body for clarification before starting your entry.

Stick to the point

Don't include unnecessary material. If the award doesn't call for additional content, don't waste time on extras that judges may ignore.

WHO SUBMITS?

CHECK THE RULES

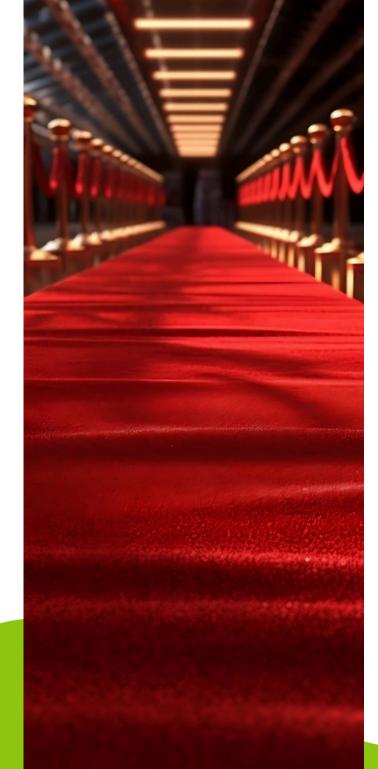
Some awards allow agencies to submit on behalf of clients, while others require the business itself to apply.

WHO GETS THE GLORY?

Check whether the entry process allows clear branding and crediting—if a PR or marketing agency submits the entry, will the recognition go to your business or the agency?

YOU'RE READY TO GO!
GO GET EM TIGER!





Feeling overwhelmed? You're not alone.

Let's be honest: choosing the right award is just the start.

Once you've found a brilliant fit, the next challenge is actually writing the entry—and for many people, that's where the pressure really kicks in.

Whether it's the blank page, the tight word counts, or the nagging feeling of "Am I even saying this the right way?", we know that writing award entries can feel daunting, time-consuming and totally out of your comfort zone.

You're not alone. In fact, many of the businesses we work with tell us they nearly didn't enter an award at all, not because they weren't good enough, but because they didn't know how to translate their success into a story that wins.

That's where we come in. If you're excited by the idea of winning, but less thrilled about writing, we're here to help you every step of the way.

Let's make your next award entry not just "good", but brilliant.



READY TO BE A WINNER? CONTACT US!

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