



SAMPLE ENTRY

Step 1: About Your Entry

Entry Title:

Products Promoted:

Client Company:

Client Company City:

Client Company State:

Client Company Contact Name:

Co-entrant Company Name:

Award Category: (choose one from drop down menu – visit <https://dot-awards.com/award-categories> for a complete list.):

Retail Channel (choose one from drop down menu – visit dot-awards.com/retail-channels-activations for a complete list.):

Activation Tactic (choose one from drop down menu – visit dot-awards.com/retail-channels-activations for a complete list.):

Distribution (Store chains and regions, where applicable):

Production Run Quantity:

Number of Stores:

Date Introduced in the Field:

Duration of Program:



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Step 2: Strategy: (All essay questions are required fields and limited to 100 words)

1. What was the objective of this entry? (Whenever possible, explain how the objectives align with the Awards Categories that you identified above.)

2. Execution of Entry: Tell us how the entry was developed and brought to market.

3. What were the results of the program? Please provide sales growth and/or quantifiable results as much as possible.

4. How does this entry match up to the 4C's (Command attention, Connect with shoppers, Convey information and/or Close the sale) criteria?



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Step 3: Dimensions and Setup Needs

Height (inches):

Width (inches):

Depth (inches):

Weight (pounds):

Does your entry require 110V electricity?

Hang from a gridwall?

Table or countertop?

Other setup needs?

Step 4: Submit Photos/Video & Submit Payment

You may upload photos, video or a pdf of of your entry below. A maximum of five (5) photos per entry; High resolution JPG files (minimum 800 x 600 pixels, maximum file size of 10 megabytes). All submissions must show the entry as it appeared in the field and as it will be set up in the Design of the Times Gallery.

If you are submitting a digital entry, we recommend you provide a link to a video showing the activation. The video should not be longer than 1 minute.

Your entry images or videos should not have your company name and or logo. No CAD drawings, photo manipulations, renderings or illustrations can be used in place of a photo. High-quality images are required to enable the judges to get the best look at your entry. You can also include a video by entering the URL in the appropriate box)

Payment:

Once you have entered and reviewed all of the entries in your cart, submit payment via credit card. A receipt will be emailed to the email address listed in your profile.