



Entry Form

Name of Department Store:

Founding Year:

Positioning:

Number of Stores:

Entry Form filled in by: *(please provide name, e-mail and phone number)*

.....

Place & Date:

Cut-off date: Friday, 12th June 2024

Objective

This important IGDS WDSS Award is to identify successful and great marketing campaigns by department stores run on any channel in 2023/2024. The marketing campaign should reach and engage effectively the targeted department stores' customers and drive sales.

The Award Prizes

Winners and finalists will be presented with trophies and certificates on stage, where the winner will be invited to give a presentation. The winner & runners-up will also be invited to the Awards ceremony at the 15th IGDS WDSS in Berlin on 12th September 2024. (<https://www.wdss2024.org/en>)

The top entrants will have their stories featured in the IGDS WDSS 2024 Awards Booklet. The winners and finalists will be published on the IGDS and WDSS websites.

Terms

For the purposes of judging, the term 'Marketing Campaign' could include the enhancement of brand visibility, attract new and retain existing customers and ultimately drive revenue growth.

The campaign has to be conducted at or by a department store or its concessionaire at a department store. The owner of the campaign must be a department store.

Your marketing campaign's main objectives may be multi-folded and ranging from pure branding or positioning to sell products and services. The campaign could be store-wide, category or departmental promotions (eg. Beauty, Home) or simply a brand/product promotion done jointly with partners/concessionaires.

WDSS Terms & Conditions are an integrated part of the Entry Form.

Yes, I agree.

Data / Release Agreement

All data will be handled strictly confidential and for Jury purpose only. No third-party disclosure. All data will be deleted after Award. Please also refer to the WDSS At a Glance paper for more detailed information.

Yes, I agree.

WDSS/Award Organiser & Jury

WDSS/Award Organizer, Fiduciary & Jury guarantee utmost confidentiality and treatment of any information. No third-party release or whatsoever.

Yes, I agree.



Entry Form

1.) Background and Objectives

1.1. Name of Campaign:

1.2. Campaign Date and time frame:

1.3. Background/specific ideas for the campaign:
.....

1.4. Objective of your campaign (qualitative/quantitative):
1.4.1. Qualitative targets (e.g. brand awareness, repositioning etc.).
.....

1.4.2. Commercial targets (e.g. sales growth, ROI, etc.):
.....

1.4.3. Customer Targets (e.g. Frequency, satisfaction):
.....

1.4.4. Business/Public targets (e.g. newspapers, TV blogs):
.....

1.5. Implementation (Set-up/Communication/Displays etc.)
(Please describe campaign story in maximum 300 words)
.....



2.) Results

2.1. Commercial Success

2.1.1. Increase of sales performance:
(e.g. increase sales by % vs previous year / absolute figures)

.....

2.1.2. Sales through of campaign goods:

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2.1.3. Increase of units sold to customers:

.....

2.1.4. ROI of this campaign:

.....

2.1.5. Increase in number of transactions (offline & online sales) if any:

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2.1.6. Increase of conversion rates (offline & online sales) if any:

.....

2.2. Customer Success

2.2.1. Increase in number of visitors during event/gaining new customers:

.....

2.2.2. Increase on website traffic if any:

.....



2.2.3. Increase of email open rates:

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2.2.4. Social Media Activity showing increase in Customer's Likes/Responses/Share and Followers:

.....

3.) Impact on Business

3.1. Increased media coverage/PR (free coverage, clips, website visits, etc.)

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3.2. Partners/Sponsors Feedback and Success 'Proclamation' (eg. references, statements/letters, feedbacks):

.....

3.3. Internal mid-long-term impact:

.....



4.) Organisation/Working in Team

4.1. The set-ups, any special arrangements:

.....

4.2. Main obstacle/challenges to overcome:

.....

4.3. Investment (Campaign budget in % of expected sales):

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4.4. Working with 3rd parties: (eg. with concessionaires, suppliers, sponsors as well as brands/corporations eg. mobile networks, car, banks, hotels etc.)

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5.) Supporting material for jury (visuals, photos, articles)

- 5.1. Photographs of the Campaign (please provide weblink / attachment in high resolution)

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- 5.2. Videos (easy to download off YouTube) (weblink / attachment)

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Good luck and Thank you.