

Revo Purple Apple
Marketing Awards

**Top tips and
handy hints.**

Here are some top tips from our very own Purple Apple's Ambassadors to help you submit a winning entry!

Want to reign supreme? Demonstrating creativity is the key to success.

- Only supply material that is both relevant and of good quality. For maximum impact.
- Invest in good photography. It's true a picture tells a thousand words.
- Show off your creativity. Highlight your flair and unique selling points. Make sure you use the template provided or you will be deducted points.
- If your entry is an idea or activity that's been done before, focus on why it's different, what's new and innovative this time round.

Be your own critic. Is your entry truly a Purple Apple contender?

- Ask a colleague or better still, a friend to review your entry. Ask them to be tough and objective. It will help shape and enhance your submission.
- The Revo Purple Apple Marketing Awards were not created for rewarding you for your day job. Your entry needs to reflect new and unique creativity in marketing above and beyond your day-to-day role.
- The awards focus on entries which clearly demonstrate salient analysis, creativity and cost effective strategies combined with maximum ROI for the benefit of the retail destination, its owners, the retailers or community.

All entry activity must have taken place between 1 July 2018 – 31 January 2020. Any work entered outside of this time period will not be judged. Entries close on Monday 3 February 2020.

Maximise your time.

- Plan in advance to allow yourself time to research, write and create your entry.
- Make sure you book on to our Rolling Apple seminars to gain practical advice, support and direction with your entry.
- Our Committee is on standby to check you have submitted all the relevant and supporting information. If in doubt, give them a shout!
- Back up your entry so you have a copy should you need it.
- Edit, review, edit and review again. Set aside time to review your entry fully. Ask a colleague to do the once-over!

Be concise. Say it simply and succinctly.

- Be logical. Ensure your story has a beginning, middle and end.
- Use short bullet points for instant comprehension.
- Be real. Be upfront and truthful about the facts and your achievement.
- Clearly define your objectives using SMART.
- Include budget detail ensuring you demonstrate value for money and ROI.
- Highlight the results and benefits for the retailers.
- Link your results to your objectives by repeating them in the results section.
- Ignorance is not bliss. Assume your judges know nothing about your retail destination so give them a helping hand with a concise precis on its background.



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