

DISTRIBUTOR QUALIFYING QUESTIONS & TIPS

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ENTRY REQUIREMENTS

As announced in 2020, the entry process for **PPPC Award will now be done entirely online**. Most categories DO NOT require products to be physically mailed in – judging will now be done online by reviewing photos and entries through the platform.

Please review the table below for each category’s requirements.

	Qualifying Questions	Case Study	Client Attestation(s)	Photo Upload	Mailed Entry
D.1 Internal for a Client	Yes	Yes	Yes*	Yes	No
D.2 Professional Dealer	Yes	Yes	Yes*	Yes	No
D.3 Professional Consumer	Yes	Yes	Yes*	Yes	No
D.4 Multiple Audiences	Yes	Yes	Yes*	Yes	No
D.5 Not for Profit	Yes	Yes	Yes*	Yes	No
D.6 Premiums & Incentives/ Contests	Yes	Yes	Yes*	Yes	No
D.7 Distributor Self-Promotion	Yes	Yes	No	Yes	No
D.8 Catalogue Programme	Yes	Yes	Yes*	Catalogue & Product Photo Upload	No
D.9 Business to Business	Yes	Yes	Yes*	Yes	No
DS.1 Best in Sustainability	Yes	Yes	Yes*	Yes	No
DS.2 Best Embroidery	Yes	Yes	No	Yes (reference only)	Yes (plus artwork)
DS.3 Service & Recognition	Yes	Yes	Yes*	Yes	No
Made in Canada	All entries are additionally entered in this category by uploading Canadian country of origin documents				

* Anonymous and on client letterhead



QUICK TIPS

WONDERING HOW TO SPRUCE UP YOUR ENTRY TO IMPRESS THE JUDGES?

Here are a few winning tips:

- Keep it simple and easy to read
 - You are not required to fulfil online textbox word maximum caps
- Focus on the goal of the promotional programme, and how it was successful in terms of reaching that goal.
- Emphasize all the creative aspects that made it unique or gave it high impact. Please indicate what you, as a submitting distributor, provided to the promotion at hand. What expertise did you add that caused this promotion to be “award worthy”?
- Without identifying yourself, make sure the judges know the extent of your involvement. What did you contribute to the promotion or programme?
- Explain why the products were chosen – were they a good fit with the message, the target audience, the strategy?
- Be as specific as possible about how the programme was successful – with sales figures, percentages, positive reactions, achievements, and more.

D.1 INTERNAL FOR A CLIENT

YOUR CLIENT'S EMPLOYEES OR MEMBERS

Objective – Worth 40% of your total score

1. What was the primary objective of the promotion?
 - Response up to 250 words
2. Please detail what you as a distributor provided with respect to the originality or creativity of the slogan, promotional products chosen and logo markings.
 - Response up to 250 words

Strategy and Execution – Worth 40% of your total score

3. Who was the target audience and how many people were targeted?
 - Response up to 250 words
4. What specifically were the promotional products used and why were they chosen?
 - Response up to 250 words
5. What was the distribution strategy and how was it carried out?
Were new technology used and if so, how did it help?
 - Response up to 250 words

Results – Worth 20% of your total score

6. What specific results can be directly correlated to your promotion?
Results should be quantitative and measurable. Indicate how you or your client arrived at the results.
 - Response up to 250 words
 - Option to upload two social media reports/screenshots to demonstrate success

Client Attestations

- Client attestations must include a paragraph on how the product or programme specifically achieved the desired results.
- Client attestations are required for this Image Award Entry
 - You have the option to upload a second attestation, if desired
- In order to ensure the objectivity of the judges, attestations MAY NOT contain your company or employee's names - **submissions that are not anonymous will be rejected**
- Attestations must be on CLIENT letterhead to prove legitimacy
- Attestations must be uploaded in PDF or Word format

Case Study Write-up

Prepare a 300-500 word case study for us to publish in the Weekly if you are a winner. Case study should highlight goals and intentions of your campaign, results, and anything else you'd like to share with members. Don't worry about repeating information from elsewhere in your entry, entry content is only for the judges. Members will ONLY see the information in your 300-500 word case study.

NEW Photo Upload

Please be prepared to upload up to five photos that meet the following criteria:

Format:

High resolution JPEG

Image resolution:

300DPI JPEG

Minimum image size:

4" x 6" or larger

Image format:

Horizontal, Vertical

Product backdrops:

White, Black

Propping

Product only, No propping

D.2 PROFESSIONAL DEALER

FOR A CLIENT; TARGETING HIS/HER CONSUMER DEALERS

(independent distributors, wholesalers, retailers, prescribing physicians, or other commercial trade and professional middlemen who sell or distribute products to the general public).

Objective – Worth 40% of your total score

1. What was the primary objective of the promotion?
 - Response up to 250 words
2. Please detail what you as a distributor provided with respect to the originality or creativity of the slogan, promotional products chosen and logo markings.
 - Response up to 250 words

Strategy and Execution – Worth 40% of your total score

3. Who was the target audience and how many people were targeted?
 - Response up to 250 words
4. What specifically were the promotional products used and why were they chosen?
 - Response up to 250 words
5. What was the distribution strategy and how was it carried out?
Were new technology used and if so, how did it help?
 - Response up to 250 words

Results – Worth 20% of your total score

6. What specific results can be directly correlated to your promotion? Results should be quantitative and measurable. Indicate how you or your client arrived at the results.
 - Response up to 250 words
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Image format:
Horizontal, Vertical

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White, Black
Propping
Product only, No propping

D.3 PROFESSIONAL CONSUMER

FOR A CLIENT; USED TO PROMOTE HIS OR HER PRODUCTS OR SERVICES DIRECTLY TO THE CONSUMER.

Objective – Worth 40% of your total score

1. What was the primary objective of the promotion?
 - Response up to 250 words
2. Please detail what you as a distributor provided with respect to the originality or creativity of the slogan, promotional products chosen and logo markings.
 - Response up to 250 words

Strategy and Execution – Worth 40% of your total score

3. Who was the target audience and how many people were targeted?
 - Response up to 250 words
4. What specifically were the promotional products used and why were they chosen?
 - Response up to 250 words
5. What was the distribution strategy and how was it carried out?
Were new technology used and if so, how did it help?
 - Response up to 250 words

Results – Worth 20% of your total score

6. What specific results can be directly correlated to your promotion?
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Image format:

Horizontal, Vertical

Product backdrops:

White, Black

Propping

Product only, No propping

D.4 MULTIPLE AUDIENCES

FOR A CLIENT; TARGETING MORE THAN ONE AUDIENCE AT DIFFERENT LEVELS, SUCH AS DEALERS AND CONSUMERS.

Objective – Worth 40% of your total score

1. What was the primary objective of the promotion?
 - Response up to 250 words
2. Please detail what you as a distributor provided with respect to the originality or creativity of the slogan, promotional products chosen and logo markings.
 - Response up to 250 words

Strategy and Execution – Worth 40% of your total score

3. Who was the target audience and how many people were targeted?
 - Response up to 250 words
4. What specifically were the promotional products used and why were they chosen?
 - Response up to 250 words
5. What was the distribution strategy and how was it carried out?
Were new technology used and if so, how did it help?
 - Response up to 250 words

Results – Worth 20% of your total score

6. What specific results can be directly correlated to your promotion?
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Image format:

Horizontal, Vertical

Product backdrops:

White, Black

Propping

Product only, No propping

D.5 NOT FOR PROFIT

FOR A NOT-FOR-PROFIT CLIENT

(including but not limited to no-profit organizations). Includes public service or political organizations, as well as fund-raising appeals directed to the general public, donors, volunteers and voters.

Objective – Worth 40% of your total score

1. What was the primary objective of the promotion?
 - Response up to 250 words
2. Please detail what you as a distributor provided with respect to the originality or creativity of the slogan, promotional products chosen and logo markings.
 - Response up to 250 words

Strategy and Execution – Worth 40% of your total score

3. Who was the target audience and how many people were targeted?
 - Response up to 250 words
4. What specifically were the promotional products used and why were they chosen?
 - Response up to 250 words
5. What was the distribution strategy and how was it carried out?
Were new technology used and if so, how did it help?
 - Response up to 250 words

Results – Worth 20% of your total score

6. What specific results can be directly correlated to your promotion?
Results should be quantitative and measurable. Indicate how you or your client arrived at the results.
 - Response up to 250 words
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Image resolution:

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Minimum image size:

4" x 6" or larger

Image format:

Horizontal, Vertical

Product backdrops:

White, Black

Propping

Product only, No propping

D.6 PREMIUMS & INCENTIVES/ CONTESTS

FOR A CLIENT; DESIGNED TO STIMULATE ACTION ON THE PART OF THE AWARD RECIPIENT, SUCH AS SALES INCENTIVES OR EMPLOYEE CONTESTS.

Objective – Worth 40% of your total score

1. What was the primary objective of the promotion?
 - Response up to 250 words
2. Please detail what you as a distributor provided with respect to the originality or creativity of the slogan, promotional products chosen and logo markings.
 - Response up to 250 words

Strategy and Execution – Worth 40% of your total score

3. Who was the target audience and how many people were targeted?
 - Response up to 250 words
4. What specifically were the promotional products used and why were they chosen?
 - Response up to 250 words
5. What was the distribution strategy and how was it carried out?
Were new technology used and if so, how did it help?
 - Response up to 250 words

Results – Worth 20% of your total score

6. What specific results can be directly correlated to your promotion?
Results should be quantitative and measurable. Indicate how you or your client arrived at the results.
 - Response up to 250 words
 - Option to upload two social media reports/screenshots to demonstrate success

Client Attestations

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Image resolution:
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Image format:
Horizontal, Vertical

Product backdrops:
White, Black

Propping
Product only, No propping

D.7 DISTRIBUTOR SELF-PROMOTION

FOR YOUR OWN EXTERNAL USE; TO PROMOTE YOUR COMPANY, PRODUCTS AND SERVICES TO YOUR CLIENTS, EXISTING AND POTENTIAL.

Objective – Worth 40% of your total score

1. What was the primary objective of the promotion?
 - Response up to 250 words
2. Please detail what you as a distributor provided with respect to the originality or creativity of the slogan, promotional products chosen and logo markings.
 - Response up to 250 words

Strategy and Execution – Worth 40% of your total score

3. Who was the target audience and how many people were targeted?
 - Response up to 250 words
4. What specifically were the promotional products used and why were they chosen?
 - Response up to 250 words
5. What was the distribution strategy and how was it carried out?
Were new technology used and if so, how did it help?
 - Response up to 250 words

Results – Worth 20% of your total score

6. What specific results can be directly correlated to your promotion?
Results should be quantitative and measurable. Indicate how you or your client arrived at the results.
 - Response up to 250 words
 - Option to upload two social media reports/screenshots to demonstrate success

Case Study Write-up

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NEW Photo Upload

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Format:

High resolution JPEG

Image resolution:

300DPI JPEG

Minimum image size:

4" x 6" or larger

Image format:

Horizontal, Vertical

Product backdrops:

White, Black

Propping

Product only, No propping

D.8 CATALOGUE PROGRAMME

FOR A CLIENT; INCLUDES A PRINTED OR ON-LINE PROMOTIONAL PRODUCTS CATALOGUE. JUDGED ON OVERALL PROGRAMME CONCEPT AND SUCCESS, NOT ON CATALOGUE PRESENTATION, LAYOUT OR CONTENT.

Objective – Worth 40% of your total score

1. What was the primary objective of the promotion?
 - Response up to 250 words
2. Please detail what you as a distributor provided with respect to the originality or creativity of the slogan, promotional products chosen and logo markings.
 - Response up to 250 words

Strategy and Execution – Worth 40% of your total score

3. Who was the target audience and how many people were targeted?
 - Response up to 250 words
4. What specifically were the promotional products used and why were they chosen?
 - Response up to 250 words
5. What was the distribution strategy and how was it carried out?
Were new technology used and if so, how did it help?
 - Response up to 250 words

Results – Worth 20% of your total score

6. What specific results can be directly correlated to your promotion?
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- Attestations must be uploaded in PDF or Word format

NEW Catalogue Upload

Please be prepared to upload the catalogue used for your promotion in PDF document format.

NEW Photo Upload

Please be prepared to upload up to five photos that meet the following criteria:

Format:
High resolution JPEG
Image resolution:
300DPI JPEG

Minimum image size:
4" x 6" or larger
Image format:
Horizontal, Vertical

Product backdrops:
White, Black
Propping
Product only, No propping



D.9 BUSINESS TO BUSINESS

FOR A CLIENT; DESIGNED TO PROMOTE HIS/HER PRODUCTS OR SERVICES IN SOLICITING ADDITIONAL CLIENTS, TO GENERATE SALES LEADS, TO PROMOTE CLIENT LOYALTY, TO INDUCE RESPONSE AND/OR TRIAL OR TO ENCOURAGE ATTENDANCE AT TRADE SHOWS, OPEN HOUSES, ANNIVERSARIES, ETC.

Objective – Worth 40% of your total score

1. What was the primary objective of the promotion?
 - Response up to 250 words
2. Please detail what you as a distributor provided with respect to the originality or creativity of the slogan, promotional products chosen and logo markings.
 - Response up to 250 words

Strategy and Execution – Worth 40% of your total score

3. Who was the target audience and how many people were targeted?
 - Response up to 250 words
4. What specifically were the promotional products used and why were they chosen?
 - Response up to 250 words
5. What was the distribution strategy and how was it carried out?
Were new technology used and if so, how did it help?
 - Response up to 250 words

Results – Worth 20% of your total score

6. What specific results can be directly correlated to your promotion?
Results should be quantitative and measurable. Indicate how you or your client arrived at the results.
 - Response up to 250 words
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Image resolution:

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Minimum image size:

4" x 6" or larger

Image format:

Horizontal, Vertical

Product backdrops:

White, Black

Propping

Product only, No propping

DS.1 BEST IN SUSTAINABILITY

A PRODUCT OR PROGRAM YOU HAVE CREATED FOR YOU OR YOUR CLIENT TO ADDRESS ENVIRONMENTAL CONCERNS. FOR EXAMPLE, USING RECYCLED OR ECO-FRIENDLY PRODUCTS AND MATERIALS.

Objective – Worth 40% of your total score

1. What was the primary objective of the promotion?
 - Response up to 250 words
2. Please detail what you as a distributor provided with respect to the originality or creativity of the slogan, promotional products chosen and logo markings.
 - Response up to 250 words

Strategy and Execution – Worth 40% of your total score

3. Who was the target audience and how many people were targeted?
 - Response up to 250 words
4. What specifically were the promotional products used and why were they chosen?
 - Response up to 250 words
5. What was the distribution strategy and how was it carried out?

Were new technology used and if so, how did it help?

 - Response up to 250 words

Results – Worth 20% of your total score

6. What specific results can be directly correlated to your promotion?

Results should be quantitative and measurable. Indicate how you or your client arrived at the results.

 - Response up to 250 words
 - Option to upload two social media reports/screenshots to demonstrate success

Client Attestations

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Image format:

Horizontal, Vertical

Product backdrops:

White, Black

Propping

Product only, No propping

DS.2 BEST EMBROIDERY

An embroidered promotional product developed for a client.

You must mail a hard copy of your artwork and the physical product for this category.

Details – Worth 35% of your total score

1. How sharp in detail was the embroidery? Including stitch count, how the colours and special thread stitches were used to reflect line drawings and halftones if any in artwork.
 - Response up to 250 words
2. List different stitch types used.
 - Response up to 250 words

Material – Worth 30% of your total score

3. What materials were you working with?
 - Response up to 250 words
4. Explain any challenges involved and how you dealt with it, ie: thickness, position, etc.
 - Response up to 250 words

Quality – Worth 20% of your total score

5. Explain the skills required to achieve the final results.
 - Response up to 250 words

Impact – Worth 15% of your total score

6. How did it stand out in terms of visual impact?
 - Response up to 250 words

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This category still requires in-person judging and a mailed physical entry

SEND ENTRIES TO: PPPC AWARDS, 503-386 BROADWAY, WINNIPEG, MB R3C 3R6

NEW Photo Upload

Please be prepared to upload up to five photos that meet the following criteria:

Format:

High resolution JPEG

Image resolution:

300DPI JPEG

Minimum image size:

4" x 6" or larger

Image format:

Horizontal, Vertical

Product backdrops:

White, Black

Propping

Product only, No propping

DS.3 SERVICE & RECOGNITION

THE POTENTIAL NOMINEES IN THIS CATEGORY CAN BE DISTRIBUTORS, SUPPLIERS OR CLIENTS. FOR EXAMPLE, THIS AWARD CAN BE GIVEN FOR THE FOLLOWING REASONS:



- As an internal recognition of employee loyalty or achievement
- To acknowledge an employee for superior customer service or exceptional performance
- As an external recognition distributed by clients for a service or achievement

Objective – Worth 40% of your total score

1. What was the primary objective of the promotion?
 - Response up to 250 words
2. Please tell us how your promotion distinguished itself from others. How was it original or creative?.
 - Response up to 250 words
3. Describe your complete role in the process.
 - Response up to 250 words

Strategy and Execution – Worth 40% of your total score

4. Who was the target audience and how many people were targeted?
 - Response up to 250 words
5. What specifically were the promotional products used and why were they chosen?
 - Response up to 250 words
6. What was the distribution strategy and how was it carried out?
Were new technology used and if so, how did it help?
 - Response up to 250 words

Results – Worth 20% of your total score

7. How was the promotion successful?
 - Response up to 250 words
 - Option to upload two social media reports/screenshots to demonstrate success

Client Attestations

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Image resolution:

300DPI JPEG

Minimum image size:

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Image format:

Horizontal, Vertical

Product backdrops:

White, Black

Propping

Product only, No propping