

DISTRIBUTOR QUALIFYING QUESTIONS & TIPS

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ENTRY REQUIREMENTS



As announced in 2020, the entry process for PPC 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 |
| DS.4 Best Virtual Catalogue | Yes | Yes | No | Catalogue & Product Upload | No |
| DS.5 Best Social Media | Yes | Yes | No | Yes with links & Screenshots | 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?
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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?
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Results – Worth 20% of your total score

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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
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Results – Worth 20% of your total score

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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.
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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

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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

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Image format:
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Product only, No propping

D.8 CATALOGUE PROGRAM

FOR A CLIENT; INCLUDES A PRINTED OR ON-LINE PROMOTIONAL PRODUCTS CATALOGUE. JUDGED ON OVERALL PROGRAM 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?
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Results – Worth 20% of your total score

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NEW Catalogue Upload

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

NEW Photo Upload

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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?
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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.
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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
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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 drawing 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

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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

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

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DS.4 BEST VIRTUAL CATALOGUE



AN ONLINE CATALOGUE OF AVAILABLE PRODUCTS:

Design – Worth 35% of your total score

1. How eye-catching is your catalogue?
2. Does the design have a clear flow and theme?
3. Is it easy for the eye to follow and comprehend what it is seeing?

Organization – Worth 35% of your total score

4. Does your Catalogue list all the relevant information needed for customers to order? For example: product #, available colours/styles, prices etc.

Impact – Worth 20% of your total score

5. How did your catalogue stand out and generate business for you?
 - Response up to 250 words
 - **Option to Upload a pdf or link file with your catalogue**

User-Friendly – Worth 10% of your total score

6. Is the technology that presents your virtual catalogue smooth and user-friendly?
7. Can you easily navigate the website/file?

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

DS.5 BEST SOCIAL MEDIA

FOR THIS CATEGORY, YOU WILL BE JUDGED ON YOUR SOCIAL MEDIA PRESENCE AND ENGAGEMENT WITH YOUR ONLINE AUDIENCE:



Consistency – Worth 20% of your total score

1. Are you posting content regularly?
2. Do you have a consistent presence on social media platforms?

Scope – Worth 15% of your total score

3. Do you utilize all major social media platforms to their maximum potential?
4. Are you appropriately active on the necessary platforms?

Content Strategy – Worth 40% of your total score

1. Does most of your content educate your online audience with valuable information?
 - Response up to 250 words
2. Do you share engaging content about your industry and products without overwhelming audiences with blatant self-promotion?
 - Response up to 250 words
3. Do you utilize engaging graphics to catch the eyes of those scrolling through posts?
 - Response up to 250 words

Impact – Worth 25% of your total score

1. How has your social media presence generated business for you and made you stand out to audiences?
 - Response up to 250 words
 - **Option to upload five (5) social media reports/screenshots to demonstrate success**

Case Study Write-up

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