

SUPPLIER 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
S.1 Supplier and/or Multi-line Self-promotion	Yes	Yes	No	Yes	No
S.2 Most Creative New Promotional Product	Yes	Yes	Yes*	Yes	No
S.3 Most Beneficial Sales and Marketing Aid	Yes	Yes	Yes*	Yes	No
S.4 Best Imprint – Screen Printing	Yes	Yes	No	Yes **	Yes
S.5 Best Imprint – Engraving & Laser Engraving	Yes	Yes	No	Yes **	Yes
S.6 Best Imprint – Digital (flat, non-flat and textiles)	Yes	Yes	No	Yes **	Yes
S.7 Special Effects or Multi-media Decoration	Yes	Yes	No	Yes **	Yes
DS.1 Best in Sustainability	Yes	Yes	Yes*	Yes	No
DS.2 Best Embroidery	Yes	Yes	No	Yes **	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

** Reference only



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.

S.1 SUPPLIER AND/OR MULTI-LINE SELF-PROMOTION



THIS CATEGORY IS FOR A PRODUCT OR A PROGRAM USED TO PROMOTE YOUR COMPANY. THIS CAN INCLUDE PRODUCTS AND SERVICES DIRECTED TO YOUR CLIENTS, WHETHER THEY ARE EXISTING OR POTENTIAL CUSTOMERS.

Objective – Worth 30% 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

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 technologies or processes used? If so, how did it help?
 - Response up to 250 words

Results – Worth 20% of your total score

6. How was your promotion successful? Results should be quantitative and measurable
 - Response up to 250 words
 - Option to upload two social media reports/screenshots to demonstrate success

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

S.2 MOST CREATIVE NEW PROMOTIONAL PRODUCT



A NEW PRODUCT **FOR A CLIENT** THAT IS EXCEPTIONALLY CREATIVE AND/OR ORIGINAL. THIS PRODUCT MUST HAVE BEEN IN YOUR CURRENT CATALOGUE YEAR.

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

Strategy and Execution – Worth 40% of your total score

3. How is this product different from others similar products already on the market?
Why should this product be chosen for most creative new promotion product?
 - Response up to 250 words
4. Was any new technology used in the production of this product?
 - Response up to 250 words
5. How did you promote the launch of this new product?
 - Response up to 250 words

Results – Worth 20% of your total score

6. What was your client's response to this new product? What specific results can be directly correlated to the launch of this new product?
 - Response up to 250 words
 - Option to upload two social media reports/screenshots/other reports 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
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- Attestations must be uploaded in PDF or Word format

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S.3 MOST BENEFICIAL SALES & MARKETING AID



MATERIALS OR SERVICES YOU DEVELOPED FOR DISTRIBUTORS TO ASSIST THEM IN MARKETING YOUR PRODUCTS TO THEIR CLIENTS. YOUR PRESENTATION MAY INCLUDE MULTIPLE ITEMS BUT WILL BE EVALUATED AS ONE ENTRY. DO NOT INCLUDE CATALOGUES. INCLUDE EXAMPLES SUCH AS CASE HISTORIES, SALES IDEA BULLETINS, NET PRICE SHEETS, SALES TRAINING AIDS, STRUCTURED SAMPLE PROGRAM, OR ANY OTHER METHODS OR MATERIALS USED TO ASSIST YOUR DISTRIBUTORS.

Objective – Worth 30% 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

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 technologies or processes used? If so, how did it help?.
 - Response up to 250 words

Results – Worth 30% of your total score

6. How was your promotion successful? Results should be quantitative and measurable.
 - Response up to 250 words
 - Option to upload two social media reports/screenshots to demonstrate success

Client Attestations

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- 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
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Image format:
Horizontal, Vertical

Product backdrops:
White, Black
Propping
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S.4 BEST IMPRINT - SCREEN PRINTING



AN IMPRINTED AND/OR DECORATED PROMOTIONAL PRODUCT DEVELOPED FOR A CLIENT. MAXIMUM TWO ENTRIES PER CATEGORY FOR THE SAME PRODUCT (MUST REPRESENT TWO SEPARATE CLIENTS).

Objective – Worth 30% of your total score

1. Describe the sharpness of the general imprint, lines, drawings, halftones, etc.
 - Response up to 250 words

Material – Worth 30% of your total score

2. What materials and/or medium/media were you working with?
 - Response up to 250 words
3. Did it require any special treatment?
 - Response up to 250 words

Quality – Worth 30% of your total score

4. Describe the quality of the registration/precision of the impression
 - Response up to 250 words

Impact – Worth 10% of your total score

5. How did it stand out in terms of visual impact?
 - Response up to 250 words
6. Was any special finish or bindery required?
 - Response up to 250 words
7. What materials were you working with?
 - Response up to 250 words

Case Study Write-up

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This category still requires in-person judging and a mailed physical entry
SEND ENTRIES TO: PPC AWARDS, 503-386 BROADWAY, WINNIPEG, MB R3C 3R6

NEW Photo Upload

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Image resolution:
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Minimum image size:
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Image format:
Horizontal, Vertical

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

S.5 BEST IMPRINT- ENGRAVING & LASER ENGRAVING



AN IMPRINTED AND/OR DECORATED PROMOTIONAL PRODUCT DEVELOPED FOR A CLIENT. MAXIMUM TWO ENTRIES PER CATEGORY FOR THE SAME PRODUCT (MUST REPRESENT TWO SEPARATE CLIENTS).

Details – Worth 30% of your total score

1. Describe the sharpness of the general imprint, lines, drawings, halftones, etc.
 - Response up to 250 words

Material – Worth 30% of your total score

2. What materials and/or medium/media were you working with?
 - Response up to 250 words
3. Did it require any special treatment?
 - Response up to 250 words

Quality – Worth 30% of your total score

4. Describe the quality of the registration/precision of the impression
 - Response up to 250 words

Impact – Worth 10% of your total score

5. How did it stand out in terms of visual impact?
 - Response up to 250 words
6. Was any special finish or bindery required?
 - Response up to 250 words
7. What materials were you working with?
 - Response up to 250 words

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Image format:
Horizontal, Vertical

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

S.6 FLAT, NON-FLAT SURFACE AND TEXTILE



AN IMPRINTED AND/OR DECORATED PROMOTIONAL PRODUCT DEVELOPED FOR A CLIENT. MAXIMUM TWO ENTRIES PER CATEGORY FOR THE SAME PRODUCT (MUST REPRESENT TWO SEPARATE CLIENTS).

Details – Worth 30% of your total score

1. Describe the sharpness of the general imprint, lines, drawings, halftones, etc.
 - Response up to 250 words

Material – Worth 30% of your total score

2. What materials and/or medium/media were you working with?
 - Response up to 250 words
3. Did it require any special treatment?
 - Response up to 250 words

Quality – Worth 30% of your total score

4. Describe the quality of the registration/precision of the impression
 - Response up to 250 words

Impact – Worth 10% of your total score

5. How did it stand out in terms of visual impact?
 - Response up to 250 words
6. Was any special finish or bindery required?
 - Response up to 250 words
7. What materials were you working with?
 - Response up to 250 words

Case Study Write-up

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S.7 SPECIAL EFFECTS OR MULTI-MEDIA DECORATION



THIS CATEGORY IS SPECIFICALLY RELATED TO THE COMBINATION OF TRADITIONAL METHODS THAT CREATE A NEW, DIMENSIONAL LOOK IN ONE DESIGN. EX: FOIL STAMPING, EMBOSSING AND DEBOSSING, PAD PRINTING, WEAVING, FLEXOGRAPHY, LETTERPRESS, HOLOGRAMS, ETC. THE PROCESS MUST BE SPECIFIED IN THE SUBMISSION PROCESS.

Details – Worth 30% of your total score

1. Describe the sharpness of the general imprint, lines, drawings, halftones, etc.
 - Response up to 250 words

Material – Worth 30% of your total score

2. What materials and/or medium/media were you working with?
 - Response up to 250 words
3. Did it require any special treatment?
 - Response up to 250 words

Quality – Worth 30% of your total score

4. Describe the quality of the registration/precision of the impression
 - Response up to 250 words

Impact – Worth 10% of your total score

5. How did it stand out in terms of visual impact?
 - Response up to 250 words
6. Was any special finish or bindery required?
 - Response up to 250 words
7. What materials were you working with?
 - Response up to 250 words

Case Study Write-up

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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. How was your promotion successful? Results should be quantitative and measurable.
 - 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
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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 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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Horizontal, Vertical

Product backdrops:
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Propping
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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

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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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?

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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**

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