

**IAFE HALL OF HONOR COMMUNICATIONS CONTEST AWARDS PROGRAM
CATEGORY 13 FORM (2021)**

Please provide all information requested on this form in the space allocated (no additional lines and or pages of explanation).

FAIR NAME: _____

FAIR STATE/PROVINCE: _____

DIVISION: ____ (see rules, based upon attendance)

Category 13 – Best Marketing Campaign

a. What were the goals of your marketing campaign?

b. List your budget/expenses.

Total Marketing Budget (include cash value and trade) _____

Budget breakdown – provide a breakdown, either by giving the value or the percentage of overall budget for your various expenses.

Expense Type (ex: Radio advertising) _____ Value/Percentage (ex: \$55,000 / 30%) _____

c. **Describe your strategy.**

d. **Describe your execution process.**

e. **Who was your target audience?**

f. **What was your attendance? Describe the growth/decline rate.**

g. **Describe the challenges and/or problems of your marketing campaign.**

h. **Describe the results.**