

**IAFE HALL OF HONOR COMMUNICATIONS CONTEST AWARDS PROGRAM
CATEGORY 11 FORM (2024)**

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 11 – 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%) _____
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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.**