

## NEW AWARD

**Above and beyond**  
To recognise organisations  
going above and  
beyond during the  
Coronavirus pandemic

# *Print, Design & Marketing Awards 2020*

**DEADLINE**

22 MAY

**AWARDS CEREMONY  
9 JULY**

[pdmawards.co.uk](http://pdmawards.co.uk)

**We have changed the location you need to send your entries to.  
Please contact Chloe Ward ([chloe.w@whitmar.co.uk](mailto:chloe.w@whitmar.co.uk)) for full details.**

‘ These prestigious awards are a great endorsement of our on-going dedication to what we do, underlining and showcasing our strong belief in our commitment to excellence and working with a collaborative and forward thinking approach with our clients. ’

**MIKE MALPAS, MANAGING DIRECTOR,  
HAMPTON PRINTING (BRISTOL)**

Sponsors



# PRINT, DESIGN & MARKETING AWARDS 2020

On 9 July 2020, the Awards Ceremony will be held aboard the *Silver Sturgeon*, the River Thames, London.

The sixteenth Print, Design & Marketing Awards will celebrate the industry's best work from the last 12 months and offer an opportunity to network, build contacts and showcase achievements.

There are 14 categories available to enter, as well as an overall 'Supreme' award.

The awards are open to printers of all disciplines – offset, digital or any other process. The entries will be assessed by an independent judging panel of industry experts.

The Print & Design categories focus on the quality, creativity and innovation in print production and design. The Marketing category recognises the printer's **OWN** marketing campaigns, strategies and the impact on business performance.

Honour your outstanding work by winning an award at the Print, Design & Marketing Awards 2020.

## WHY ENTER?

Awards are one of the most powerful and cost-effective marketing tools and the Print, Design & Marketing Awards are **FREE** to enter. For any business, entering awards requires time and energy, but the investment can return dividends, both internally and externally.

### FREE MARKETING

Just being nominated improves brand awareness and promotes your business to new customers.

### RAISE YOUR COMPANY PROFILE

Gain extensive media attention through coverage in the winners' issue, the website and promotional emails. You can also use the award for your own PR activities. This exposure helps to attract new customers and increase respect from existing clients and your peers.

### EMPLOYEE MOTIVATION

Everyone likes being part of a winning team. Achieving recognition at the awards will have a positive effect on staff morale, motivation and retention. Who wouldn't want to work for an award winning company?

### NETWORKING OPPORTUNITIES

Attending the awards gives you the opportunity to build contacts, meet and network with other award participants, businesses and potential customers and partners and your peers.

### ACKNOWLEDGE STAFF AND CUSTOMER LOYALTY

Attending the awards is an opportunity to thank and reward staff for their contribution to the business, thank customers for their loyalty and impress prospects with your hospitality.

### STANDOUT FROM THE COMPETITION

Entering the awards is a great way of helping your company stand out from the crowd. Independently judged, they provide a genuine comparison between your company and its peers.

## HOW TO ENTER

Please complete one entry form (photocopies are accepted) and provide at least one sample of the campaign you are entering **PER CATEGORY** entered, along with a supporting statement.

Up to three entries per category are **FREE** of charge. It's £25 per entry thereafter. Entries into multiple categories are also allowed. Payment must be made by cheque, made payable to Whitmar Publications Ltd, with the entries.

## SUPPORTING STATEMENT

Please include a typed statement of 500 words maximum (on a separate A4 sheet) explaining why your entry merits an award. This should outline the following:

- Background
- Objectives
- Strategy
- Implementation and creativity
- Results and evaluation

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**CLOSING DATE:**

**22**

May 2020

## RETURNING ENTRIES

Whitmar Publications is unable to return entries except by prior arrangement. We require you to arrange collection. All entry returns must be collected within four weeks of the awards ceremony.

Please tick here if you would like your entries returned.

## A DAY TO CELEBRATE

The awards ceremony will be held on 9 July 2020 aboard the *Silver Sturgeon*, the River Thames, London. A limited number of tables and booths are available, tables of 10 at £2800+VAT, booths of six at £1680+VAT and individual tickets £280+VAT. Tables and tickets are now available to book.

Visit [pdmawards.co.uk](http://pdmawards.co.uk) or email [chloe.w@whitmar.co.uk](mailto:chloe.w@whitmar.co.uk)

## RULES

- Entries must have been produced by the printing company entering the awards. Print equipment manufacturers and suppliers are not eligible to enter.
- The Print & Design categories are for **commercial** work undertaken by the printing company entering the awards.
- The Marketing category is for printer's own **promotional** campaigns, not for work undertaken for their customers.
- All entries must have been produced in the 12 months prior to 22 May 2020.
- By entering you agree to all technical information being published on the website and in the magazine.
- Whitmar Publications reserves the right to use any entries received for marketing and promotional purposes in its magazines and on its websites.
- Entrants must have obtained the permission of their customer before entering the competition.
- Whitmar Publications cannot accept responsibility for entries submitted.
- The decision of the judges is final and no correspondence will be entered into.
- Entries received after the deadline will be subject to a £50 late fee.
- Entries may be moved to a different category at the discretion of the judges.
- If entered by the finishing company/designer etc., please include the name of the printer.

## PRINT & DESIGN AWARDS

The judges will be looking for evidence of production quality, creativity and innovation in these categories:

(please tick)

- Best multi-channel campaign**  
Examples of the successful use of print in integrated multi-media campaigns, with evidence of ROI or other business benefits
- Books and booklets**  
Softcover books and booklets, perfect bound or saddle-stitched, that demonstrate high production values and design quality
- Creative use of substrates**  
Examples of appropriate or unusual choices of substrates that add impact and value to the design, finishing and purpose of printed materials
- Direct mail**  
Leaflets, brochures and mail campaigns that demonstrate novel design and/or production values appropriate to the campaign, ideally with evidence of effectiveness
- Finishing**  
Examples of innovation and high quality execution in finishing of print of any type
- Graphic design**  
Any type of printed piece that shows creativity and visual flair that complements the purpose of the job
- Green company of the year**  
Print companies that demonstrate ongoing commitment to sustainability through policies and working practices, e.g. choice of substrates, inks and print technologies to waste management, recycling and carbon offsetting initiatives plus employee engagement and recognition programmes. The 500-word 'job' description should outline these and supporting documents such as policies, environmental certifications or awards may be submitted
- Hardback books, including photobooks**  
Examples of casebound books that show excellence in design, print and finishing
- Innovation in labels**  
Examples of novel design, exceptional print quality and/or innovation in finishing that add value, appeal and impact to labels
- Magazine and catalogues**  
In addition to print and finishing quality, the judges will be looking for evidence of logistical excellence and supporting services for publishers
- Report and accounts**  
All types of company and financial reports that demonstrate high design and production values
- Special effects**  
Examples of finishing treatments that add visual and/or tactile appeal to the printed piece, including creative die-or laser cutting, lamination, spot or flood varnishes, foiling (digital or analogue) and dimensional effects using clear inks
- Wide and super-wide format**  
Examples of high quality design, production and installation in applications produced on wide-format printers. May include POS or other retail graphics, display, signage, vehicle and building wraps and interior décor. Photos of large scale installations may be submitted, as appropriate

## MARKETING AWARD

Overall, the judges are looking for a clear marketing strategy, quality in execution, and impact on business performance and results.

**Please note: The Marketing category is for printers' own campaigns, not for work undertaken for customers.**

- Best printed marketing collateral**  
This category focuses on printers' own marketing materials. The judging criteria include originality in messaging and design, use of versioning or personalisation and evidence of contribution to the business, in addition to high production values.
- NEW: Above and beyond**  
Those people, teams and organisations working in print, design and marketing who have demonstrated incredible commitment, ingenuity and dedication during the Coronavirus pandemic.



PLEASE COMPLETE THE FORM BELOW

Name: .....

Company name: .....

Company address: .....

.....

.....

Telephone: .....

Email: .....

Entry title: .....

Category entered:.....

Customer (except the marketing awards): .....

Permission from customer obtained: .....

Software used: .....

.....

Press/Printer used: .....

Plates used (if applicable): .....

Finishing equipment: .....

.....

Substrate(s): .....

.....

Run length: .....

Designer: .....

.....

pdmawards.co.uk  
@PDM\_Awards  
#PDMA20



“ We were delighted to win in two categories at the Print, Design & Marketing Awards 2019. The recognition of our commitment to quality and innovation is something we are very proud of and gives everyone in the business a great deal of pride. ”

**HELEN SMITH,  
HEAD OF MARKETING, PROCO**

“ By being named Green Company of the Year not only has this been an opportunity to celebrate and thank our teams for their hard work but also promote how sustainable printing and paper is. It's led to lots of extra work and great conversations with existing and new clients across the UK. ”

**MATT BUNT,  
MARKETING AND COMMUNICATIONS MANAGER,  
ST AUSTELL PRINTING COMPANY**

