



**NORTHERN
STAR 2021**
BUSINESS
AWARDS



Principal sponsor

Marketing Magic

The COVID-19 outbreak has put incredible challenges on businesses of every size and across every sector. Aberdeen & Grampian Chamber of Commerce believes that, as we start to emerge from the crisis, it is more important than ever that we come together as a region to recognise the hard work undertaken by hundreds of local businesses to make a positive impact on their people, their customers and their communities.

We also understand that the global pandemic will have impacted on many businesses growth plans, financial figures and staff numbers and this will be taken into account during the judging process.

Which business is being nominated?

Company name*	
Address	

*Please ensure the nominated company name is the correct trading name. This will be printed on all Northern Star promotional materials, awards and print work.

Who is completing this form?

Contact name	
Company (if an external nomination)	
Phone	
E-mail	
Relationship to the nominated	

Who is the main contact for this nomination?

You will be contacted for all Northern Star related communications (e.g. sending relevant company information for marketing purposes, booking your places at the awards and receiving tickets for the evening etc.)

Contact name	
Phone	
E-mail	

Please return completed form to events@agcc.co.uk DEADLINE: 5PM FRIDAY, JULY 24, 2020



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This award is for a company that has created a successful marketing campaign that has driven customers through the door or grown exposure.

Provide a brief description of the business, the products or services it supplies, customers and the markets in which it operates. (Up to 200 words)

Describe the campaign, target audience and the objectives the company was trying to achieve through this marketing drive. (Up to 200 words)

Share the measurable statistics and impact of the campaign. If possible, this should include impact to the business (revenue, pipeline, etc.) (Up to 300 words)



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Provide details of the different channels utilised, including any paid-for activity

(Up to 200 words)

Were there any surprises in reviewing the results and do you foresee any additional marketing activity around the campaign in the future? (Up to 200 words)

Highlight why the organisation or company deserves this award and what effect it would have if it were to win. (Up to 100 words)



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Nominations Guidelines

How to enter

You can either nominate a third party or make a self-nomination. The process is simple and free to enter.

1. Go to agcc.co.uk/northern-star-business-awards and click on 'nominate'.
2. Complete the online form with details of the category/s you wish to enter (maximum of 2 per company)
3. You will then be able to download the application forms for completion.
4. Return your completed form by email to events@agcc.co.uk by 5pm on Friday, July 24, 2020

Judging

Our judging panel consists of independent experts, representatives from the Chamber board and policy council; and sponsors who will select a shortlist for each category. All those shortlisted will be notified by week commencing August 31, 2020 and details will appear in the Chamber's Business Bulletin and Northern Star website. Winners will be announced at the Northern Star Business Awards Dinner on Thursday March 11, 2021 at P&J Live.

The Rules

1. The Northern Star Business Awards are open to both members and non-members of Aberdeen & Grampian Chamber of Commerce.
2. All businesses who aren't members must be based in Aberdeen City or Aberdeenshire.
3. All third party nominations must be made with the full knowledge and co-operation of the nominee.
4. All submissions should relate to activity within the nominee's most recent financial year, unless stated otherwise in the application form.
5. References made to employee and turnover numbers should relate to the office based in the City and Shire region or the headquartered office.
6. Nominations can be made for more than one category, with a maximum of two per company, but separate nomination forms must be completed for each.
7. Aberdeen & Grampian Chamber of Commerce reserves the right to retain entries for subsequent publication in relation to the awards.
8. Information which companies do not wish publicised should be clearly marked as 'CONFIDENTIAL'.

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9. Judges reserve the right to request additional material to support claims made in any nomination.
10. Aberdeen & Grampian Chamber of Commerce will not accept responsibility for loss or damage to entries.
11. Completed forms must be signed by the nominator.
12. Judges must declare an interest should they have links with any nominees.
13. Finalists are expected to participate in interviews and photo shoots to promote the Northern Star Business Awards 2021.
14. Finalists will be issued with dates for filming; these must be adhered to and no alternative dates will be provided.
15. Finalists must book a place(s) at the awards ceremony.
16. Aberdeen & Grampian Chamber of Commerce reserves the right to not make an award in any category if no satisfactory nominations are received.
17. The closing date for entries is 5pm Friday, July 24, 2020.
18. The Judges' decision is final.

Data protection

Your privacy is important to us, this is how we will use your personal data. Contact details will only be used for internal use and will not be shared to any third parties without your consent.

The information you are providing may be used in a number of ways, including:

- For management, administration and analysis purposes in connection with your nomination
- In the event that you are successful in becoming a finalist, we may email information to the contacts you have provided on areas such as:
 - Information on booking your table at the awards
 - Sending the finalists checklist for recording key information for marketing collateral
 - Getting in touch to organise a date for the filming of your finalists video
- Reference to company/individual name specified in your submission will be:
 - Listed in relevant issues of the Business Bulletin magazine
 - Listed in our dedicated Northern Star finalists/winners website
 - Shared via social media
- If successful in becoming a winner, the company/personal data you provide to answer questions (unless marked confidential) will be used by our editor for your Winners Review content.



By ticking this box, you consent to your details being used in this way.
You also confirm that you have read the rules and agree to abide by them

Date of completion:

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