

**INSTRUCTIONS TO PARTICIPANTS**

1. Please stick to the format when responding to the questions in the entry form and ensure that you strictly adhere to the provided space allocation. (Within the box)
2. Please ensure to use a font size above 10 when completing your entries.
3. Please attach visuals and supporting documentation separately.
4. Please ensure to include all internal company information to showcase achievements and all research information should be verified by auditors and the research agency on the last page of your entry. In addition, verification seals should be placed on the document on which data is provided.
5. The complete application should **not exceed 5 pages**. (Excluding attachments)
6. All data contained in the application must reflect a single period, either the calendar year (**Jan to Dec 2024**) or the financial year (**1st April 2024 to 31st March 2025),** shorter periods will not be accepted.
7. **External data such as market share, equity scores must include competitor data for comparison.**
8. All data submitted in the application must relate to the brand under which the application is made.

Example:

* If the brand the submission is made on behalf is “**Prius**” (SUB BRAND) all data and activities included in the application must relate to “**Prius**” (SUB BRAND) specifically and not any activities, results or data related to **Toyota** (CORPORATE OR MAIN BRAND).
* If the application is made for “**Toyota**” (CORPORATE OR MAIN BRAND), all data and activities included in the application must relate to “Toyota” (CORPORATE OR MAIN BRAND) specifically and not any activities, results or data related to their sub-brands such as Prius or Corolla.

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| •**A.1: Name and Address of Company:**  **•A.2: Year of Establishment of Company:**  **•A.3: Size of Company:**  **(Please mark your selection with a “X” within brackets)**  **( )XS - Annual turnover Less than Rs.100 mill**  **( )S - Annual Rs.101 mill - Rs.500 mill**  **( ) M - Annual Rs.500 mill – Rs.2 bill**  **( ) L - Annual turnover Rs.2 bill – Rs.5 bill**  **( ) XL - Annual turnover more than Rs.5 bill** |  | •**B.1: Name of Brand:**    •**B.2:** **Year of launch of the brand into the Sri Lankan market**  •**B.3**: **Entry Category**  **(specify from Main Awards or Special Awards Category)\* :**  •**B.4: Origin of Brand : 1 – Sri Lanka 2 – International**    •**B.4: Size of Brand :**  **( Please mark your selection with a “X” within brackets)**  **( ) XXS - Annual turnover Less than Rs.50 mill**  **( ) XS - Annual turnover Rs.51 mill – Rs.100 mill**  **( ) S - Annual turnover Rs.101 mill – Rs.250 mill**  **( ) M - Annual turnover Rs.251 mill – Rs.500 mill**  **( ) L - Annual turnover Rs.5001 – Rs.1 bill**  **( ) XL - Annual turnover Rs.1 bill – Rs.5 bill**  **( ) XXL - Annual turnover more than Rs.5 bill** |

**BRAND PROCESS (40%)**

**This section will address specific branding strategies that will be adopted by the applicants, in order to make the target consumers, value and internalize the brand, and its key elements**

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| **1. What specific Market Opportunity did you identify?** (Please use only space given in the box)  Font size not below 10. |

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| **2. Describe your top three KPIs and illustrate the elements of the marketing mix you utilized to achieve your goals** (Please use only space given in the box) Font size not below 10. |

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| **3. Describe your strategy to overcome challenges pertaining to the online business?** (Please use only space given in the box) Font size not below 10. |

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| **4. Describe your online and offline channel mix and purpose of each channel?** (Please use only space given in the box) Font size not below 10. |

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| **5. How is the brand’s aforesaid strategic positioning operationalized through the elements of the marketing mix?** (Please use only space given in the box) Font size not below 10. |

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| **6. What was your communication channel strategy? How is it justified based on your consumer?** (Please use only space given in the box) Font size not below 10. |

**BRAND PERFORMANCE (40%)**

**In this section the actual performance of the brand in the market place will be assessed through the information provided by you in the application, which will be endorsed by independent auditors and research companies.**

**Marks in this section will be apportioned as follows;**

**A) Brand Health (20%)**

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| **A.1. Provide information with regard to brand equity measures; brand awareness, brand associations, loyalty, customer satisfaction etc. endorsed by research companies.** (Font size not below 10)  Note: Wherever research data is presented to show a particular brand’s performance it should be substantiated by clearly stating the source duly verified by the researcher and performance should be compared against industry. For research data, please follow the research guidelines mentioned in the website/ handout provided. |

**B) Business Performance of the Brand (20%)**

**Provide information with regard to sales value growth, sales volume growth, market share growth, profit / contribution over the last 3 years (Please use only space given in the box) Data has to be supported by audit confirmation and seal placement on each submission. Please fill ALL spaces in the tables below**

**X`**

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| **Key Performance Indicator (KPI)** | **2022/2023 or 2022= 100** | **2023/2024 or 2023** | **2024/2025 or 2024** |  |
| **Sales** | 100 |  |  |  |
| **Growth%** |  |  |  |  |
| **Average Order Value (AOV)** | 100 |  |  | How much a customer typically spends on a single order. |
| **Growth%** |  |  |  |  |
| **Conversion Rate** |  |  |  | A percentage of how many visitors convert. |
| **Shopping Cart Abandonment Rate** |  |  |  | The percentage of visitors who abandon their cart during the checkout process. |
| **Traffic (New vs. Returning)** |  |  |  | The number of people that visit your website. How many of these visitors are new vs. returning users? |
| **Bounce Rate** |  |  |  | The percentage of users who leave your website after viewing only one page. |
| **Source of Information** |  | | | |
| **Comments** |  | | | |

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| **Applicant’s Declaration**  **I, the undersigned ……………………………………………………………………………………………………… (Full name of applicant) do hereby declare and affirm that all information herein provided by me is true and correct.** |
| Name of Applicant:  Designation of Applicant:  Contact Number: E-mail:  Signature of applicant: Date:  Company name & address  V.A.T Reg. No: |
| Name of CEO of Company:  Signature of CEO: Date:  Contact Details: Rubber Stamp:  Telephone: Fax: E-mail: |
| **Auditor’s Verification** |
| We hereby certify that all information herein furnished in items **…………………………………….. (**Indicate information sectionnumbers**)** in the entry form in respect of **……………………………..** Is true and correct to the best our knowledge and belief, as per the records maintained by the enterprise and made available for scrutiny. |
| Name of Auditor: Rubber stamp:  Signature:  Contact details:  Address:  Telephone: Fax: |
| **Independent Research Verification** |
| We hereby certify that all information herein furnished in items **……………………………** (Indicate information section numbers) **……………………….** in the entry formin the respect of **…………………………..** is true and correct as per the research findings of studies conducted by this agency and fulfill the criteria for research findings that can be submitted for this entry. |
| Name of Agency: Rubber stamp:  Signature: |
| Contact Details:  Address:  Telephone: Fax: E-mail: |

***Note: If more than one auditor’s and/or research agency information is used please use copies of this page for each one of those institutions.***

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