



**WHITEPAPER**

## **AND THE WINNER IS...**

Why awards submissions should be an integral part of your brand strategy

**AS WITH ANY INDUSTRY, BEING SHORTLISTED FOR AND WINNING AWARDS CAN BE A GREAT WAY TO DEMONSTRATE YOUR CREDIBILITY TO CUSTOMERS, PARTNERS, THE MEDIA, AND THE GENERAL PUBLIC ALIKE.**

Consider the number of films, television shows, artists, actors, musicians, and more that are promoted as award winners or nominees. It effectively demonstrates that they are must-sees that have beaten out other contenders in their respective fields. In other words, it quickly and clearly signifies that they are the best of the best. The same marketing approach can work for businesses in the built environment, home, and construction industries, too.

Awards indicate that a business or individual is outstanding in their field and, especially if the award and recognition comes from a respected source, can help to give your business a competitive edge when it comes to securing new sales or partnerships. As such, submitting your business and leaders for awards, and ideally winning them, should form an integral part of your brand strategy and its broader marketing appeal.



## Boosting your industry profile through successful awards submissions

A successful, integrated public relations (PR) and marketing communications approach should include a broad array of activities and strategies, including press and media releases, social media engagement, thought leadership content, media interviews, the creation of marketing collateral, including whitepapers and eBooks, and more. However, awards submissions can often be overlooked as part of this omnichannel approach, with many businesses missing out on the benefits they offer.

On a fundamental level, awards can be an excellent way to showcase the groundbreaking, innovative work your company does, as well as align your brand with other leading vendors and organisations in your field. When you win an award, you'll also likely be given an opportunity to promote your success to your network. This includes adding logos to email banners, websites, and more, as well as permission to post social media content and distribute releases announcing your win.

Often, organisations giving out awards will also support this with their own marketing campaign, including social media posts, media releases, and even dedicated articles showcasing finalists and award winners. This means that even getting shortlisted can give your business a piece of the pie and help to promote you to key industry verticals and potential customers with earned media.

Regular wins and shortlists show that your business and its leaders are recognised by peers, partners, the media and others, which boosts your business profile by demonstrating your consistency and credibility in the industry.



There are a few places to look for awards:

### 1 Partner awards

Depending on your business and industry, you might find that the partners and vendors you work with manage their own awards. Engaging with partner awards can help your business demonstrate its value to the businesses you work with while simultaneously strengthening your relationships. Securing partner awards can also help to strengthen your position as one of their leading partners, which can help to secure more joint customer wins.

### 2 Industry awards

Industry bodies are another great opportunity to look for relevant awards categories. This is also one of the most meaningful ways to achieve credibility within your space. Potential partners and customers will often look to industry bodies to identify leaders in the field, and being recognised by industry associations can be a powerful way to promote your business and its success.

### 3 Media awards

Often, relevant industry media will host their own awards programs that recognise key players in the industry. These are critical opportunities to engage with target media in your field. Submitting awards entries (and even sponsoring awards nights and events) can help to build your profile with publications. A win will also help ensure you achieve coverage within the media outlets that you need to be seen in.

## How to create successful award submissions

It's not enough to submit your business and executives for awards solely for the sake of throwing your hat in the ring. Not only should the awards you engage with make sense to your business more broadly, but they should also be awards where you can create a strong submission. For example, if you have a customer case study that fits the bill for a category but lacks the metrics or information to back it up, your award submission may not be strong enough to put you in contention.

A weak story will lead to a weak submission, which can reflect negatively on your business. It could suggest that your solution or project is not as strong as some of your competitors' or indicate a lack of respect for the organisation running the awards. Either way, it's better to invest time, money, and resources into submissions that are more likely to succeed and present your business as a leader to the wider industry.

There are three key factors you should consider to ensure you're prepared to create a strong award submission:

### Customer/partner approval

Do you have a strong customer or partner story you'd like to tell? Reach out to them first to ensure you have permission to submit their name as part of an award submission. Often, you will need to include customer references or quotes as part of your award submission; doing your due diligence and securing their involvement ahead of time can streamline the process. Particularly with businesses or organisations that aren't often publicly named by vendors, such as government agencies, starting an award submission without their approval can damage your relationship and efforts. Investing time, money, and resources into a submission only for the partner to decline at the last minute can be costly in more ways than one.



## Information

Do you have all of the information you need to create a compelling award submission? Take your time to review the eligibility and submission criteria to ensure your project or customer story fits the bill. It would be better to skip a submission entirely than try to create something from nothing and just hope for the best. It can be easy to think that a previously approved customer reference story will be enough; however, these often don't include enough information to respond to specific metrics and criteria. Failing to meet the brief for an award submission means you'll most likely fail to win.



## Time

Do you have enough time to collect all the relevant information, supporting metrics, and approvals you need to create a winning award submission? Drafting award submissions can be time-consuming and require lots of moving parts. You will likely need to set up calls with your internal team and any involved partners or customers to source all of the relevant information. Additionally, you'll need to ensure that you have enough time to craft a high-quality submission and put it through the requisite approvals before submitting it for consideration.



It can be a real art to tell your story in a compelling way that sets you apart from the competition. You need to have the right information on hand, and you also need to know how to tell the story in a way that best meets the criteria for success.

Working with an experienced integrated communications agency, like Write Away Communication, that offers dedicated award writing and submissions services can help your business create strong submissions every time. They can also help you track relevant awards and ensure you're prepared to work on your submission as soon as the awards open.

For more information on how Write Away Communication can help your business create strong award submissions, contact the team today, or visit our website awards writing page.

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