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| Innovation / Brand-Building Initiative of the Year (including non-content Brand Extensions (e.g. Events, Awards, Clubs etc). Excluding Campaigns) Please refer to the relevant web page for entry criteria and enclosures |
| Name of editor: |  |
| Name of brand: |  |
| Name of person responsible for the innovation / brand-building initiative:  |  |
| Publishing company:(As it should appear on screen/printed material) |  |
| Address: |  |
| Postcode: |  |
| Telephone: |  |
| Email: |  |
| **Background Information** |
| What date did you become editor? |  |
| Frequency of print publication: |  |
| **Your Entry** |
| Title of innovation / brand-building initiative: |  |
| Brief summary of innovation / brand-building initiative:(Max 30 words) |  |
| List of enclosures/Supporting material: |  |
| If applicable, please enter your URL and any login details/passwords: |  |
| Why should you win?Tell us, in no more than 500 words, what you have done that marks you out as exceptional.Key points to address might be: 1. What is your innovation/brand-building initiative and why does it deserve to win?
2. How have you made best use of your resources?
3. How has the innovation or initiative benefited your brand?
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| Total word count: |  |
| There is an administration charge of £35 + VAT for each entry.If you were not a member of the BSME on 1st June 2015 there is an additional entry fee of £160 + VAT per entry. |
| ­Please tick as appropriate(with an “X”)Cheques shouldbe made payableto The British Society of MagazineEditors | BSME Member - £35 + VAT administration charge enclosed with entry (Total: £42) |  |
| BSME Member - £35 + VAT administration charge paid online (Total: £42) |  |
| Non-Member – £195 + VAT administration charge and entry fee enclosed with entry (Total: £234) |  |
| Non-Member – £195 + VAT administration charge and entry fee paid online (Total: £234) |  |
| I undertake that the informa­tion given is based on fact and agree to abide by the rules. ­I accept the judges’ decision is final. |
| Name of entrant: |  |
| Job title: |  |
| Signed: |  |
| Name of editor (if different): |  |
| Job title: |  |
| Signed: |  |

For queries or further information, please contact:

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