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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? | | |
|  | | |
| 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 should  be made payable  to The British  Society of Magazine  Editors | 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: |  | |

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