



# ENTRY KIT

## SLIM BRAND EXCELLENCE 2017

CATEGORY – Turnaround Brand of the Year

## **INSTRUCTIONS TO PARTICIPANTS**

1. Please use only this format for responses to the questions in this entry form adhering strictly to the space allocation (given box).
2. Please type your entries in font size not below 10.
3. Please attach visuals and supporting documentation separately.
4. Please ensure all internal company information to show achievement and all research information 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.

●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

**Describe the relevant market/industry and competitive structure which represent your brand, (you may use frameworks such as the five forces model.) This will help understand the context within which your brand operates.**

*Please use only space given in the box. Font size not below 10.*

## **C.1 BRAND INTENT (15%)**

In this section, the applicants will describe the strategic intent of the brand in order to help the judges to appreciate the overall direction in which the brand is intended to move.

### **C.1.1 Brand Purpose (Please use only space given in the box)**

*What would consumers miss if the brand didn't exist?*

### **C.1.2 Brand Target (Market)( Please use only space given in the box)**

*What is the profile of the typical consumer? Describe vividly. Do not confine it only to demographics.*

**C.1.3 Brand Vision( Please use only space given in the box)**

*What are the brand's long and medium term objectives?*

**C.1.4 Brand Mission ( Please use only space given in the box)**

*What are the principal tasks it intends to perform in order to realize this vision?*

**C.1.5 Brand Lifecycle( Please use only space given in the box)**

*Where is the brand placed in the lifecycle? And what are its related strategies?*

## **C.2 BRAND CONTENT (15%)**

This section will deal with what the brand is about, in terms of its values and imagery.

### **C.2.1 Brand Values( Please use only space given in the box)**

*What are the core values, the brand upholds and how are they promoted within the company?*



**C.2.2 Brand Personality( Please use only space given in the box)**

*How is the brand perceived in terms of personality attributes?*

**C.2.3 Brand Reflection ( Please use only space given in the box)**

*What image does it want to project of the users / clients of the brand?*

### **C.3 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

**C.3.1 Describe the crisis or downturn you experienced and it's reasons ( Please use only space given in the box)**

**C.3.2 Describe the strategies adapted to reverse the crisis and overcome the downturn? (evidence and information must be provided to substantiate the above description. ( Please use only space given in the box)**

**C.3.3 What is the brand's value proposition vis a vis competition and why?( Please use only space given in the box)**  
(eg: *“more value for a higher price”*)

**C.3.4 In what category is the brand located and why? ( Please use only space given in the box)**

**C.3.5 What is the point(s) of difference between the brand and those in the category and how credible is it? How does the POD create value for the consumer? ( Please use only space given in the box)**

**C.3.6 How distinctive, defensible and deliverable is the POD? ( Please use only space given in the box)**

**C.3.7 How is the Brand recalled in the consumer's mind? And why is this strategic?(names and distinctive marks)**

**C.3.8 How is the brand's aforesaid strategic positioning operationalized through the elements of the marketing mix inclusive of use of new technologies in Mark Com (Digital Marketing) and Distribution (online purchase opportunities) for the brand. ( Please use only space given in the box)**



**C.3.9 What was the consumer insight, which drove the execution of the MARCOM strategy?  
( Please use only space given in the box)**

**C.3.10 What is the brand's naming strategy and why? ( Please use only space given in the box)**  
*(Umbrella / Monolithic vs. Individual / Discreet vs. Hybrid / Sub brands)* **You may use any visual aid to demonstrate this.**

## **C.4 BRAND PERFORMANCE (30%)**

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;

60% - Brand Health

### **ALTERNATIVE METHOD FOR SUBMITTING FINANCIAL PERFORMANCE OF THE BRAND**

**C.4.1 Provide information with regard to loyalty/ customer satisfaction, brand awareness and recognition; brand reputation, endorsed by research companies.**

**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.**

40% - Business performance of the brand

#### C.4.2 Business Performance of the Brand

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.

<b>C.4.2.1 Volume Index</b>				
<b>Results</b>	<b>2014/2015 or 2014 (=100)</b>	<b>2015/2016 or 2015 (Index)</b>	<b>2016/2017 or 2016 (Index)</b>	<b>Estimated Total Market Volume as of 2017</b>
<b>Volume</b>	<b>100</b>			
<b>Source of information:</b>				
<b>Comments:</b>				

<b>C.4.2.2 Revenue Index</b>				
<b>Results</b>	<b>2014/2015 or 2014 (=100)</b>	<b>2015/2016 or 2015 (Index)</b>	<b>2016/2017 or 2016 (Index)</b>	<b>Estimated Total Market Volume as of 2017</b>
<b>Sales Value</b>	<b>100</b>			
<b>Source of information:</b>				
<b>Comments:</b>				

**C.4.2.3 Gross Margin Index**

<b>Results</b>	<b>2014/2015 or 2014 (=100)</b>	<b>2015/2016 or 2015 (Index)</b>	<b>2016/2017 or 2016 (Index)</b>	
<b>Gross Margin % Index</b>	<b>100</b>			
<b>Gross margin value index</b>	<b>100</b>			
<b>Source of information:</b>				
<b>Comments:</b>				

**C.5.4 Market share Index**

<b>Results</b>	<b>2014/2015 or 2014 (=100)</b>	<b>2015/2016 or 2015 (Index)</b>	<b>2016/2017 or 2016 (Index)</b>	
<b>Market share</b>	<b>100</b>			
<b>Source of information:</b>				
<b>Comments:</b>				

<b>Applicant's Declaration</b>		
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:		
Signature of applicant:		Date:
Company name:		
Name of CEO of Company:		
Signature of CEO:		Date:
Contact Details:		Rubber Stamp:
Address:		
Telephone:	Fax:	E-mail:
<b>Auditor's Verification</b>		
We hereby certify that all information herein furnished in items ..... (Indicate information section numbers) 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		
Signature::		Rubber stamp:
Contact details:		
Address:		
Telephone:	Fax:	
<b>Independent Research Verification</b>		
We hereby certify that all information herein furnished in items ..... (Indicate information section numbers) ..... in the entry form in 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		
Signature::		Rubber stamp:
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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