

## THE CARD & PAYMENTS AWARDS

The following are some tips on submitting a winning entry:

1. Ensure you answer the four questions outlined in the Call for Entries brochure and refer to the criteria in the category description section as these indicate what the judges are looking for and the criteria against which they will score. Please follow the format as it helps the judges evaluate the entry properly. Many entrants lose out because they don't describe what they were trying to achieve and the results from the product/programme/initiative. They get carried away describing the 'bells and whistles' and forget to fully account for results. Focus on customer benefits as much as possible as well as your own commercial objectives.
2. Be concise, don't waffle and keep your entry jargon free. The judges have a lot of entries to read through in a very short time so ensure what you are writing is relevant to that particular category (One size doesn't always fit all! So tailor each entry to the category). Stick to the number of words indicated (1000 for the 2 page submission, 250 words for the bulleted summary) and use the four questions as section headings.
3. Don't just cut and paste case studies. Case studies tend to have lots of fluffy marketing words that don't mean anything in this context. Edit your case studies to answer the questions in each section, in that way you will pull out the key points for the judges. **Include actual figures and results.** Don't rely on adjectives like 'amazing' or hackneyed phrases like 'exceeded all expectations' to help you win. Judges will be looking for real tangibles which will give a clear picture of success. If you need to mark parts of your entry as confidential for the judges only, do ensure there is enough 'public' material for us to use in the winning write-up, should you be successful, to justify your win.
4. Ensure that your bulleted summary is strong and will make the judges want to carry on reading. Make sure your entry is compelling. What makes you different from the rest? What have you done differently?
5. Don't rush your entry. Take the time to reread and pass around within the business. Well crafted words do help. Does your entry really pass the 'so what' test?
6. Choose your category carefully. You can enter the same programme/product/initiative in more than one category and enter as many different programmes/products/initiatives as you wish.
7. Ensure your entry is not stapled or double-sided and that you've put the submission material together correctly as outlined in the Call for Entries brochure. Judges packs are photocopied so anything in colour will be lost. Remember that supporting material is largely not provided to judges (except Best Design and Best Marketing Campaign categories) until the final judging session, so your written submission needs to be strong enough to stand alone for the shortlisting process.
8. If you are a prepaid card company, you must submit the additional summary box data form on [www.cardandpaymentsawards.com/how\\_to\\_enter](http://www.cardandpaymentsawards.com/how_to_enter).
9. Each entry submission should include a CD which includes high resolution imagery (eps or pdf format) of the card, your company logo and a couple of images that illustrate the entry. We use these images if you are shortlisted to compile the show reel for the Awards Ceremony – they must be high resolution eps or pdf files so we can project them onto the massive screens at the venue. Any TV advert should be broadcast quality and supplied on a DVD. This material is in addition to any electronic supporting material for your entry which is used at the judging session.
10. Finally, please do not overstuff the A4 box or A4 folder that you submit for each entry. It is not helpful to receive oversize boxes or boxes/folders which do not close properly due to too much material. Choose your best pieces to illustrate your entry as the judges really do not have time to wade through endless variations of the same brochure or press releases. Think what will best showcase your entry. Keep it simple – less is often more!