

Sample form, not for offline completion.

Visit <https://mnsw.awardsplatform.com> to enter.

Multicultural Marketing Campaign of the Year Medal sponsored by Village Plaza

This award recognises excellence in delivering a multicultural campaign.

Open to public relations, advertising, and digital agencies, not for profits and volunteer groups and internal marketing teams in organisations.

Joint entries are allowed. All joint entries should be submitted in agreement with both parties.

The campaign must have included NSW community in the target audience.

The judging panel will be looking specifically at campaigns that clearly demonstrate the following:

- The issue or problem (10%)
- The solution: strategy (25%)
- The solution: execution (25%)
- Results (40%)

Details

Name of the person/organisation you are nominating (to be used as a file name)

Your phone number

Declaration

I declare that:

- The appropriate person/persons and organisation/organisations have been credited with the nominated work.
- Multicultural NSW has permission to use this material information in promotional activity associated with the Awards.
- The references I provide are aware of the award nomination and have agreed to be contacted for further information regarding the nominee.
- The information in this nomination and attachments are, to the best of my knowledge, true and correct.
- I will notify Multicultural NSW of any changes to this information and any circumstances that may affect this nomination.

- I am aware and acknowledge that Multicultural NSW may refer this nomination to external experts or other Government Departments for assessment, reporting, advice, comment or discussions.
- I understand that this is a nomination only and may not result in a successful nomination.
- In the instance of a successful nomination, I understand that the nominee will be contacted to provide further information for background checks.
- I understand that finalists will need to have an approved Police Check and background check to be eligible for an award.
- I will declare any and all use of artificial intelligence (AI) used in producing works entered and preparing this submission. This includes but is not limited to the use of generative AI technology to create text, artwork, photography, data visualisation, and other graphics.

Did you use artificial intelligence (AI) in producing works entered in this nomination and/or to prepare this nomination?

Yes

No

☐ I declare that I have read, understood and agree to the above

Sign your initials here to indicate acceptance of declaration. 10 words

Profile

Name and contact details of nominee who would accept the award in the instance of a successful nomination. Please also supply a profile (if requested) and image that will be used in relation to your nomination.

Eligibility

- Open to public relations, advertising, and digital agencies, not for profits and volunteer groups and internal marketing teams in organisations.
- Joint entries are allowed.
- The campaign must have included NSW community in the target audience.
- The campaign must have been conducted between 1 July 2025 and 30 June 2026. Marketing campaigns nominated under the previous 2026 Multicultural Community Medals are not eligible.

Name of nominated person or organisation 50 words

Nominee's phone number

Nominee's email address

Nominee's address 100 words

Preferred name of the nominated person/organisation/publication/content/campaign to be engraved on the medal in the instance of a successful nomination (maximum three names for organisation representatives) 10 words

By submitting the nomination form, companies/individuals accept the terms and conditions listed on the Multicultural NSW website.

Please upload here a **high-resolution** organisation logo or individual portrait photo image of the nominee (optional) in JPEG and EPS format. (1mb maximum)



Criteria

- All questions from the selection criteria for your selected category are mandatory to be eligible for an award.
- Awards may be retracted upon failure to disclose a criminal record.

The issue or problem (10%) 300 words

- Background information on product or brand positioning and current market analysis

Target audience (demographics, age, nationality, socio-economic background). 300 words

Target insights (current behaviour, current attitude, any research) 300 words

The solution: strategy (25%) 250 words

What problem is the marketing campaign trying to solve? (list them in order of importance)

What was the strategy? – game plan/road map (not to be confused with tactics) 250 words

What were the tactical elements used to deliver the campaign strategy? (items or channels) 300 words

What type of media did you use? 200 words

- What was your budget? 100 words

- How did you split your budget to different channels?

How did you maximise your reach and frequency? 200 words

The solution: execution (25%)100 words

How long did this campaign run for?

What were the challenges you faced in running a multicultural campaign?200 words

Results (40%)300 words

What results did you achieve?

How did you measure these results?200 words

What was the overall change in brand before and after?200 words

Attachments

Material may be supplied as follows:

1. Video attachments may be hosted on a video site such as YouTube or Vimeo.
2. Provide website URLs. Please ensure any applicable usernames and passwords are provided and active.
3. The written component of your entry is to fit within the provided form fields. Additional information can be provided as an attached document in this attachments tab.



Type of attachment (optional)

Image

Document

Logo

Please provide examples of your work. (optional)



Alternatively, you can provide the URLS to your work here. (optional)100 words

Final steps

- All questions from the selection criteria for your selected category are mandatory to be eligible for an award.

- Awards may be retracted upon failure to disclose a criminal record.

☐ Have you checked and confirmed that the nomination has evidence such as metrics or evaluation data to demonstrate positive impacts in the community?

How did you hear about the Multicultural Community Medals and Honour Roll program?

☐ Social media (Facebook, Instagram, LinkedIn)

☐ Search engine (Google, Safari, etc.)

☐ Multicultural NSW email newsletter

☐ Print media

☐ Radio

☐ Referral by friend or family

☐ Premier's Harmony Dinner

☐ Other