



Campaign of the Year

Stage 2 Judging Date: **Wednesday 16th September 2026, 09:00-18:00 at Eco-Power Stadium**

Eligibility

- This award is open to businesses not in the marketing sector.
- Only businesses in DN postcode OR Doncaster Chamber members can apply.

Criteria

- Financials must be completed for your entry to be put forward for stage 1 judging. Should there be any discrepancies in your financials please ensure to explain in your answer.
- Entries must have a Doncaster focus specifically referencing impact your business has had on the area or community.
- Eligible campaigns should have concluded within the last 12 months prior to entry
- All completed entry forms must be submitted by Sunday 7th June 2026
- Stage 2 judging will take place on Wednesday 16th September 2026 at Eco-Power Stadium between 09:00-18:00. Please ensure to block this out in your diary should you progress to this stage. This cannot be moved.
- Maximum of 3 categories per company can be entered.
- Word count must be adhered to avoid disqualification

Questions & Guidance

You will be scored against these questions (Max 400 words per question).

1. Explain the vision and performance of the business/organisation, including financial performance
2. Describe the aims, target audiences and key messages of your campaign. Set out clearly what the campaign was meant to achieve, which audiences(s) you aimed to reach with it, and the specific messages that you sought to communicate.
3. Demonstrate that you had a clear goal in mind from the very outset of the campaign. You should also show an understanding and knowledge of your audience and how this shaped your approach and key messages.
4. Describe the campaign design, activity undertaken and channels used. Include clear descriptions of what you did and what channels were used.
5. Detail how the campaign was effective and stand out from those of competitors include stats, metrics and feedback.
6. Detail how your campaign positively impacted your business.

Apply here

This will open a Google Form.

Please do not rely on the form to auto-save your submission. We suggest writing your submission externally and pasting into the form.

If you have any questions, please email: awards@doncaster-chamber.co.uk

Non-member fee: £100 +VAT