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Best Brand Award

Purpose

Awarded to the company that showed brand consistency across all company functions including website, sales approach, marketing, product and packaging. The team must demonstrate how they created a unique brand that clearly represented the company standards and product.

Minimum Criteria to Apply

- The Company's Business Plan must have been previously submitted
- Shareholders' Report must be submitted by deadline (April 17, 2020)
- Fixed Costs and JA Taxes (if applicable) must be paid
- 80% Attendance Rate
- Companies selected as finalists will have their financials audited and any discrepancies may affect team standings

Application Requirements

- Brand Presentation
- Application Form
- Documents must be clear, concise and easy to read

How to Apply

- Complete the application form below. This is a fillable form. Please download the form and type your responses using a computer, do not print and handwrite your submission. Your President will sign this form at the bottom.
- After completing the company sections of the form, have one of your advisors complete the advisor section on the same form. They will read your answers to ensure they are complete and accurate and then will sign off on your application.
- After your advisor has signed off on your Brand Presentation and Application Form, submit both documents in **PDF** format at <https://www.surveymonkey.com/r/CPAwards2020> no later than **Friday, April 3rd by 11:59pm**. An application without all required sections completed will not be considered. **No email applications will be accepted.**

Application Tip: Make sure you start writing your application well in advance of the deadline to account for editing, reviewing, advisor responses and any unforeseen circumstances. Try not to submit your answers last minute!

Award Interviews

Short-listed candidates will be interviewed by a panel of judges chosen by JA Central Ontario. Interviews will be held at the offices of Dentons LLP (Downtown Toronto) between 6:00 p.m. and 9:00 p.m. **on Wednesday, April 22nd, 2020**. Specific instructions will be sent to all finalists. To be eligible for an award, students **MUST** attend Interview Night in person. No phone/video interviews will be permitted.

- The award winner will be selected on the basis of their combined written responses and interview scores.
- The group award winners will be announced at ventureON on Wednesday, May 20th, 2020 at the Toronto Reference Library (Bram & Bluma Appel Salon)

Best Brand Award – Application Form

This is a fillable form. Please type your responses using a computer, do not print and handwrite your submission. These questions are for short answers only; don't use more space than provided in the form.

JA Company:

President Name:

1. Company Overview - (Maximum 3000 Characters)

In the company overview, please include:

- Product/Service Description
- The vision/mission and how it plays a role in the operations of your business
- How your product/service solves a problem/need
- Additional information you wish to share

2. Brand Presentation – (Maximum 10 slides/pages)

- Include a creative visual representation of your company's brand that showcases your company's logo and snapshots of our company's marketing (website, social media, print, etc.) and packaging.
- This can be structured as a PowerPoint, brand guideline, infographic or combination/your preference

Brand Presentation is to be completed as a separate PDF Document. You will be asked to submit both the application form and the brand presentation separately on the online submission form.

3. Company Responses

In one or two paragraphs, answer the following questions. Please type your responses. Ensure you are providing concrete examples when answering questions.

Describe how you developed your company's brand strategy including why you chose the different channels and methods your company used to reach your target customer. (1500 characters max with spaces)

What makes your branding unique and sets it apart from other companies and your competition? How does your branding reflect your company's mission/vision and personality? (1500 characters max with spaces)

Describe how your team ensured brand consistency across all company departments (marketing, sales, IT, HR, CSR, production and finance). (1500 characters max with spaces)

4. Advisor Review

I have read and understand the application requirements of the Best Brand Award. I agree to comply with these requirements and with any further requirements established by JA Central Ontario.

To the best of my knowledge, all information contained in the company overview, brand presentation and application form is complete and accurate.

Date:

Advisor Name:

Advisor Signature:

Agreement

I have read and understand the application requirements of the Best Brand Award. I agree to comply with these requirements and with any further requirements established by JA Central Ontario.

To the best of my knowledge, all information contained in my company's application form is complete and accurate. If selected as an award finalist, I agree to the use of my name and photograph for promotional purposes.

Date:

President's Name:

President's Signature:

Preliminary Judging:

	CRITERIA	SCORE	COMMENTS
BRAND PRESENTATION	A variety of company functions and channels are represented (logo, website, social media, print and packaging) and branding is consistent throughout and visually appealing and overall branding is well communicated	/10	
Brand Strategy	Target customer is defined, and team shows an understanding of their audience's needs. Company's brand strategy is able to reflect this understanding by using different channels and methods as well as branding choices.	/10	
	Company's mission and vision is clear. Company is able to demonstrate and provide examples as to how their branding is unique and reflects not only customer values but also their own. Company's personality is evident through its branding.	/10	
	Brand consistency is reflected across all company departments (marketing, sales, IT, HR, CSR, production and finance). Company demonstrates strong teamwork skills in ensuring that all company members in each department work collaboratively to reinforce brand's messaging. Company shows pride in their brand.	/10	
	TOTAL	/40	