

The A to Z of Awards Writing Tips

Every business can benefit from

skcopyco.com/the-awards-clinic

Awards aren't won on good work alone. They're won on how well that good work is communicated.

Every year, so many genuinely strong projects get overlooked because the awards writing and overall entry didn't do them justice. While those all-important results may have been shared, the story simply wasn't clear, compelling or convincing enough.

Judges are reading at speed, scoring against strict criteria and comparing multiple projects. And if you want to get shortlisted or win, you don't just need a solid case, you need a razor sharp one. One that's clear, underpinned by relevant evidence and impossible to ignore.

This A to Z is designed to help you cut through all the guesswork that comes with award entry writing and produce submissions that don't just tick boxes, but nail the judging criteria.

THE AWARDS CLINIC

A

Answer the brief

Judges aren't mind readers. If you don't follow the criteria, don't expect to get noticed, no matter how good the work is.

B

Be specific

'Successful campaign' means nothing to the judges, who are looking at your work from a completely objective viewpoint. However, numbers, impact and context do.

C

Context is everything

Set the scene quickly - what did you do, why is it impressive/industry leading, what results did it generate?

D

Don't bury the result

Your impact is your headline. Lead with it, then clearly explain how you got there, making sure you meet the criteria section-by-section.

E

Evidence wins

Claims without proof get ignored. Back everything up with recent and relevant proof points. Ideally, every section should contain strong facts and figures.

F

Facts not fluff

Wordy sentences that sound impressive get in the way of the actual winning content. Stick to the facts, always.

G

Gather your colleagues

If multiple people contributed to the work/project you're putting forward, get them involved from the outset. Because two (or more) heads are better than one, right?

H

Hook the judges early

Your opening lines should make the judges want to keep reading, not feel obliged to. Use Plain English and follow the criteria from start to finish.

I

Insight over description

Don’t just say what you did, explain why it worked and how it met, or exceeded, the objectives. And don’t forget to share soundbites from your clients/end users.

J

Judging panel

Look at who the judges are and think about what they may particularly be looking for based on their experience and expertise.

K

Kill the jargon

Complicated language and industry speak makes entries overly complex and difficult to understand.

L

Lead with strategy

Strong entries are underpinned by strategy and demonstrate clear thinking before execution.

M

Make it memorable

Why should the judges be impressed by and remember your entry over all the others?

N

Numbers count

Quantify your success, wherever possible, e.g. percentages, revenue, reach, engagement, change.

O

Own your objectives

Fully explain your objectives, including the rationale for them and how you performed against them.

P

Proof, proof, proof!

Proofread your entry from start to finish. And if you can get several people to do it, including an objective pair of eyes, even better.

Q

Quality matters

A carefully considered and well written awards entry will always shine through. Strive to present your very best work and don't cut corners, even if time is of the essence.

R

Results need relevance

Link your outcomes back to the original objectives. Random metrics don't impress.

S

Storytelling wins

The best entries read like a compelling narrative, not a report.

T

Tailor your submissions

Cut and paste submissions are easy to spot and are a complete waste of time and resources.

U

Understand the process

Every awards process is different. Take the time to read through what's required, particularly those all-important timescales.

V

Version control

Keep checking your entry until it's error-free and if several of you are doing it, make sure you keep close tabs on the latest version to avoid any unwanted confusion.

W

Word count

Stick to the word count. Avoid overwriting and underwriting. If you've got 500 words, then make sure you use every single one of those valuable 500 words.

X

XLS spreadsheet or Word doc?

Use the correct documents for your entry, especially for the supporting materials sections that have specific size limitations and format requirements.

Y

Year-on-year performance

Reviewing previous years' winning entries will help you gauge if your project has winning potential and see the level of detail and type of information that's shared.

Z

Zero ambiguity

If anything is unclear, it will count against you. Make sure your entry is easy to scan, clearly structured and gets straight to the point on results and impact.

Winning entries aren't accidental

They're built on clear thinking, backed by proof and based on the criteria.

Remember, your work is only as strong as your ability to articulate its impact. The difference between getting shortlisted and overlooked often comes down to clarity, not capability.

So be direct. Be specific. And don't make judges have to work to see your value, make it obvious in your award entry writing.

Because when you get the story right, the results speak for themselves.

Want to make sure all the time and effort you put into your next awards entry pays off?

We can help, with a 91% success rate (and rising), we turn sector-wide businesses into finalists and winners.

In the meantime, find out if you're in prime position to enter an award by completing our two-minute 'How Awards Ready Are You?' quiz on our website.

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How awards-ready are you?

Get an instant report & recommendations today

Identify your strengths, your weaknesses and ultimately assess how awards-ready you are.

- ✓ It takes just 2 minutes
- ✓ It's completely free
- ✓ Instantly receive customised results + practical advice
- ✓ Spot the gaps before you submit

Simply enter your details below

First name *

Last name *

Email *

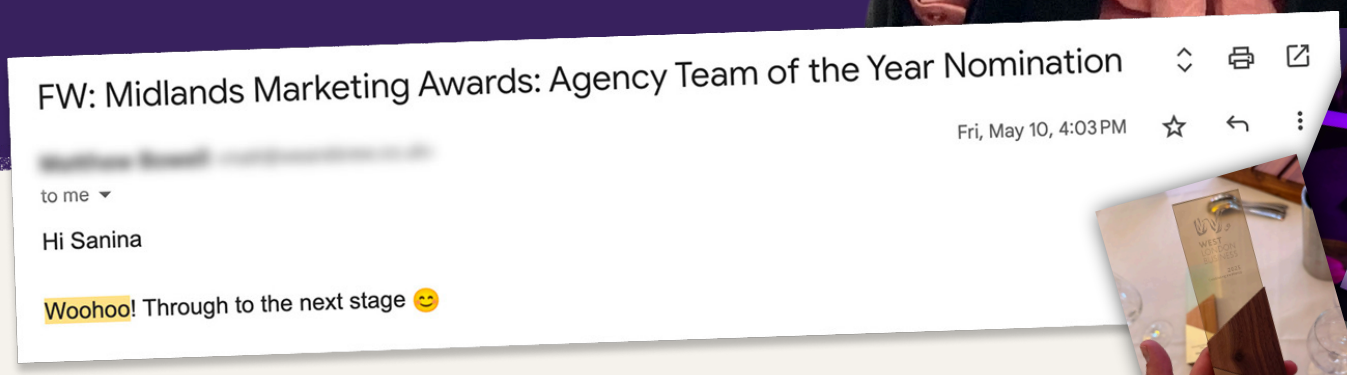
Start

Meet The Awards Clinic

The Awards Clinic was created to help businesses transform strong delivery into award winning submissions.

Led by Sanina Kaur; journalist, PR specialist, content strategist and experienced industry awards judge, the service leverages insider understanding of how entries are evaluated and scored, generating a **91% success rate so far.**



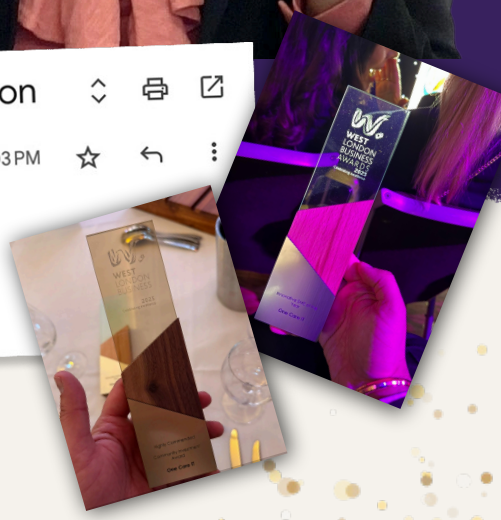

FW: Midlands Marketing Awards: Agency Team of the Year Nomination

Fri, May 10, 4:03 PM

to me

Hi Sanina

Woohoo! Through to the next stage 😊



Get in touch with Sanina today

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Or book a call through the website

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