AWARDS CAMPAIGNS

Challenge: Product awards. Customer awards. Company awards. Partner awards. Industry awards. Whatever the type of award, everyone likes to win and our clients are no exception.

Strategy: To ensure our clients are always winners, not losers, we engage in a series of strategic activities to maximise our client's success.

We also look at different ways to approach awards, often nominating our clients' customers and partners who can share the mutual success of an award.

Tactics: At the core of this is Touchdown's skilled copywriting team which has demonstrated consistently high success rates in generating awards, and award nominations, for all our clients.

Personal knowledge of the various awards processes, developed from years of experience, helps shape our strategy for securing awards. Good relationships with the judges, ensuring they are fully briefed on our client's case for winning, helps cement the most favourable outcome possible.

For product awards we ensure nothing is left to chance, that every step of the way is tightly monitored to ensure the review concludes with the most positive result – usually the editor's choice award.

Results: The Touchdown team has secured dozens of industry awards and award finalist nominations for its clients against much, much larger brands.

The team has also secured more than 100 individual product awards from magazines across Europe.

The following is just a small sample of product and industry awards our clients, their customers and partners have been successfully nominated for and won:

For more details contact: info@touchdownpr.com