



Best Marketing Initiative

Marketing is about more than just advertising your business. It's an ongoing process of planning and executing the marketing mix (product, price, place, and promotion) for products, services or ideas to create exchange between individuals and organisations. Marketing includes advertising, distribution and selling. It is also concerned with anticipating the customers' future needs, which are often discovered through market research.

What are the judges looking for?

We require examples of a cohesive marketing programme that covers all aspects of the marketing mix - product, price, place, and promotion – and how the programme has impacted on the business.

Entries accepted from franchised and independent car and LCV dealers.

How to enter

Contact Kate Howard on 01733 468146 or email kate.howard@bauermedia.co.uk