



PrintWeek 2019 Awards

Top tips from judges

Performance Awards

“For the categories that require your financials [*SME and Company of the year*], while we need your numbers for the judging period [*1 April 2018 to 31 March 2019*] it always helps if you supply prior years too, especially if these demonstrate growth”.

“Don’t worry if your financial year falls outside of the judging period, we’re more than happy to see management accounts and P&Ls for the missing months”.

“In the Marketing Campaign categories, don’t forget to include the campaign results – if they had a great ROI we like to hear about it”.

“Think of your 500 summary as just that, a summary, and use it to refer to supporting evidence in your entry – the more information you supply the better”.

Quality Awards

“Please, please make sure that your samples are pristine. There’s nothing worse than looking at an entry that you know was probably fantastic but is blighted by a hickey or scratches or is dog-eared from a few months in the samples cupboard”.

“Think of your four samples as a collective, we like to see a breadth of samples, not four different examples of very similar jobs”.

“Ask your production team for their input. If a sample is decidedly average, we’re not impressed just because it was for a big brand. We want to see the jobs that were challenging from a production perspective”.

“Highlight the challenges that were overcome in your 250 word summary, the tight deadlines, the challenging substrates – anything that you think made the job special. *BUT* don’t forget to mention the kit you used – we like to know these things”.

“We’re just as likely to be impressed by a seemingly ‘standard’ job flawlessly produced on the tightest of budgets to impossible deadlines as a job with a ‘money no object’ production value. We’re looking for clever print, not expensive print”.

“Read the rules carefully and make sure that you have submitted all the information asked for, because if we don’t have enough info to go on, you might not make it to the shortlist”.

“While we’re judging on the samples you submit, it’s always nice to read some glowing client testimonials too”.