

# WSNZ AWARDS NOMINATION FORM

**SHAPING  
FUTURES**  
NATIONAL CONFERENCE  
6-7 SEPTEMBER, 2018

Thank you for taking the time to nominate a campaign that you feel deserves an award.  
Please complete the form and send with any supporting evidence to [fsc@fsc.org.nz](mailto:fsc@fsc.org.nz) by 31 July 2018.

## WHICH AWARD IS THIS NOMINATION FOR?

Product Disclosure Statement  
(PDS) of the Year

☐

Most Innovative  
Communication

☐

Best Overall KiwiSaver  
Member Experience

☐

All entries for any award category will also be eligible to win the supreme  
Workplace Savings NZ Excellence in Communication award

## GENERAL INFORMATION - NOMINEE

Organisation name

Campaign name

## GENERAL INFORMATION - PERSON SUBMITTING THE NOMINATION

Name

Scheme sponsor's name (if applicable)

Address

Email

Total number of members

What was the budget (or actual  
expense incurred) for completion  
of your communication exercise?

## AGENCY DETAILS (IF APPLICABLE)

Agency name



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This entry is from a:

Corporate, Master Trust or Industry Super Scheme ☐

KiwiSaver Scheme ☐

A Sponsoring Employer  
(Communication relating to workplace savings) ☐

## NOMINATION

The judges will use the following criteria when evaluating each entry into the selected award category. Please fill in each section where applicable and keep to within a total of 500 words.

### 1. Strategy

In this section the judges will look at the measurable objectives. Did the strategies and objectives employed go beyond the disclosure required by statutory or regulatory compliance?

What research was undertaken in setting your objectives and what was the strategic planning process involved? Please explain.

### 2. Segmentation

If your entry is clearly a media campaign, then your entry must clearly identify who the target audience is and the process for any segmentation. Judges will be looking for how well you segmented your market and derived your target audience, as well as how this will assist in achieving the objectives. Please explain.

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### 3. Implementation of the campaign

If your entry is a media campaign, the implementation of the campaign must be demonstrated. You must outline the specific tactics of the campaign and how the strategy was implemented. Judges will be looking for effective implementation in accordance with the overall strategic plan. Use of digital or online media – where it deepens an audience or improves access – will be highly regarded. Please explain.

### 4. Communicating the message

In this section you must explain: How the design, layout and content of the annual reporting or PDS delivered easy comprehension by the target audience. If disclosure went beyond the required statutory/regulatory disclosure, was any additional information relevant, contextual and ordered to augment the other key information and overall reader comprehension.

For media campaigns, the choice of media channel or channels and why they were employed for this particular campaign. Where more than one channel has been adopted you must explain how the channels integrated and supported one another. Use of digital or online media – where it deepens an audience or improves access – will be highly regarded. Please explain.

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## 5. Creativity and innovation

Judges will be looking for excellence in creative execution and the effectiveness of this in communicating the message. You must explain the overall creative platform, copy, graphics, design elements etc. and how you anticipate this will help your audience.

## 6. Evaluation of progress / results

Compare any actual results to stated objectives. If a campaign is still in progress, you should explain how results are tracking.

Thank you for taking the time to complete this nomination form.  
Please send your completed form, together with any supporting evidence, to  
[fsc@fsc.org.nz](mailto:fsc@fsc.org.nz) by 31 July 2018.

*(Please see over for the WSNZ Awards' judging criteria.)*

# WSNZ AWARDS

## JUDGING CRITERIA

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| ELEMENT                               | CRITERIA  |
|---------------------------------------|---|
| <b>STRATEGY</b>                       | <ul style="list-style-type: none"> <li>• Evidence of a long-term coherent set of aspired goals</li> <li>• Evidence of a planned series of steps leading to achievement of the vision</li> <li>• Evidence of real transformation as a result of the 'vision'</li> <li>• If the entry is an annual report or PDS, were there strategies and objectives employed beyond the disclosure required by statutory or regulatory compliance?</li> <li>• If the entry is a media campaign, insight into the research undertaken in setting the objectives as well as the strategic planning process involved</li> </ul> |
| <b>SEGMENTATION</b>                   | <ul style="list-style-type: none"> <li>• If the entry is a media campaign, then clear identification of the target audience and the process for any segmentation</li> <li>• Evidence of the success of the segmentation and how segmentation helped to achieve the overall objectives</li> </ul>  |
| <b>IMPLEMENTATION OF THE CAMPAIGN</b> | <ul style="list-style-type: none"> <li>• If the entry is a media campaign, the implementation of the campaign must be demonstrated</li> <li>• Evidence of the specific tactics of the campaign and how the strategy was implemented</li> <li>• Evidence of effective implementation in accordance with the overall strategic plan</li> <li>• Use of digital or online media – where it deepens an audience or improves access – will be highly regarded</li> </ul>  |
| <b>COMMUNICATING THE MESSAGE</b>      | <ul style="list-style-type: none"> <li>• Evidence of how the design, layout and content of the annual reporting or PDS delivered easy comprehension by the target audience</li> <li>• Where disclosure went beyond the required statutory/regulatory disclosure, evidence of any additional information used</li> <li>• For media campaigns, explanation of why the chosen channel(s) was used. Where more than one channel was adopted, explanation of how the channels integrated and supported one another</li> </ul>  |

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## JUDGING CRITERIA

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| ELEMENT                                 | CRITERIA   |
|---|--|
| <b>CREATIVITY AND INNOVATION</b>        | <p><b>If a communication:</b></p> <ul style="list-style-type: none"> <li>• Evidence of excellence in creative execution and the effectiveness of this in communicating the message</li> <li>• Explanation of the overall creative platform, copy, graphics design elements etc. and how you anticipate this will help your audience</li> </ul> <p><b>If a product, technology, process or service:</b></p> <ul style="list-style-type: none"> <li>• Evidence of how the entry represents new thinking</li> <li>• Evidence of how the innovation has radically shifted the dial (through simplification or improvement)</li> <li>• Evidence of how the entry benefits consumers and meets their needs</li> <li>• Proof of how the product or service drives profitable growth</li> <li>• Evidence of how the innovation benefits the industry</li> <li>• Evidence of sustainability of the innovation, and how it will transform the industry or consumer experience</li> </ul> |
| <b>EVALUATION OF PROGRESS / RESULTS</b> | <ul style="list-style-type: none"> <li>• Evidence of actual results compared to stated objectives. If a campaign is still in progress, explanation of how results are tracking.</li> </ul> <p><b>Results should include:</b></p> <ul style="list-style-type: none"> <li>• positive impact on customer</li> <li>• impact on company profitability</li> <li>• customer growth</li> <li>• industry growth</li> <li>• operational outcomes such as cost savings and reduced waste/errors</li> </ul>  |
| <b>LEADERSHIP</b>                       | <ul style="list-style-type: none"> <li>• Evidence of tangible industry leadership, making a difference through words and actions</li> <li>• Anecdotal evidence of the ability to persuade others to 'buy into' a change or a new initiative</li> <li>• Seen by competitors as a leader and role model</li> </ul>   |

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| ELEMENT               | CRITERIA  |
|-----------------------|---|
| <b>CUSTOMER FOCUS</b> | <ul style="list-style-type: none"><li>• Tangible evidence of how the entry incorporate consumer-led design and benefitted the end consumer</li><li>• Clear explanation of why and how the consumer was important in the design and implementation of the entry</li><li>• Evidence of the impact of the entry on retention and consumer experience</li></ul> |

Judging criteria does not consider the number of scheme members, the prominence of the scheme or offer, nor the size of funds under management.

The judging panel has the right not to award a category if they do not believe that the submissions meet the criteria. If this happens, WSNZ HQ will notify entrants that the category will not be awarded.

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