



#UnAwards18 ENTRY // NOMINATION FORM

Please complete this entry form and email it to admin@comms2point0unawards.co.uk by 25 October 2018 (midnight)

You are able to send one piece of supporting information to help with your entry (but please only send one as our judges will not be able to look at any more than this)
Thanks.

your name	Jayne Surman
your email address	Jaynesurman@warwickshire.gov.uk
your organisational @twitter	@Warwickshire_cc
your personal @twitter [optional]	
category entered	Best comms/digital team
name of organisation/team/individual being entered/nominated	Warwickshire County Council Marketing and Communications Team
name of entry	Cake, Caffeine and Collaboration
date project delivered [to / from]	
campaign/project budget	
brief description of objectives	
brief outline of strategy/plan	

<p>what did you deliver and how did you measure it?</p>	
<p>what were the outcomes/benefits?</p>	
<p>tell us why you should win [in no more than 100 words]</p>	<p>The Warwickshire County Council Marketing and Communications Team should win best team because:</p> <p>We are an innovative, energetic team fuelled by cakes, caffeine and collaboration</p> <ol style="list-style-type: none"> 1. We are a flexible and forward thinking bunch who don't let budgets get in the way of achieving results. Our skills cover every aspect of the Communications discipline from design and creative to marketing, advertising, public relations, public affairs, digital and internal communications. In recent years we've used our marketing & communications expertise to boost voter turnout at local elections, improve children's oral hygiene, run a recruitment campaign for retained firefighters and generate income through marketing the council's traded services. Recently we turned our attention to recruiting Social Workers and our impressive 'Work for Us' campaign resulted in 43 new members of Social Care Teams. 2. We are clear and consistent. Corporate priorities are woven into everything we do so Warwickshire's varied and widespread communities understand the council's priorities. We cover a big geographical footprint, including both urban and rural, with a diverse population across the age and socio-economic spectrum - so we face real challenges in how we develop and target our communications every day. 3. We make friends and influence people! We've built very strong links with our local and sub-regional media which means we can maximise the coverage we achieve and get ahead of bad news when the situation arises. From fostering to flu jabs, partnership working is a big part of what we do, so by nature we are a friendly bunch - we've nurtured good relationships with our borough and district councils, combined authority, neighbouring emergency services, regional health teams and more, to help us achieve our

communications objectives.]

4. We don't rest on our laurels and are always looking for things we can do better, where we can pick up new skills and how we can deliver best value for our clients.
5. We know our customers, and their customers, and deliver results time and again - often on a shoestring. We are trusted and respected by our internal clients and their testimony has won the team contracts with traded services, partners and external services including the West Midlands Combined Authority, LGA and Warwickshire Healthwatch.
6. We are often first port of call in a crisis and can quickly turn our hands to short notice design and redesign work, reputation management and support requests at the highest level.
7. We help each other out. We each have our own intensive portfolios across a mind-boggling array of services but when we are up against it everyone chips in to make sure the job gets done and done well - whether it's by helping deliver a campaign or making sure no-one's mug of tea runs dry.
8. We set very challenging targets and consistently smash them, ensuring to set future targets for ourselves that are even more challenging. We recently hit our target for increasing the number of social media followers across our social media accounts (108k/100k), over a year ahead of schedule so we upped the target.
9. We may be a team in the know but we're also a team that likes to say 'yes'. When a police officer came to us with a poem he'd written about tolerance and equality and wondered if it could be made into a rap, we (foolhardily) said 'yes' and ended up throwing paint and glitter over local school children while a contestant from The Voice sang along - with the end result of producing a music single and video which increased hate crime reporting by 6%. All in a day's work!