



# WESTLAND CHALLENGE: ENTRY FORM

**Did your garden centre take part in Garden Re-Leaf Day on Friday 8th March?**

**If so, your garden centre could win Westland Gro-Sure All-Purpose Compost, worth £6,000!**

To enter the Westland Challenge, simply complete the form below telling us about your Garden Re-Leaf activities, and return it to the address below, **to arrive no later than 31<sup>st</sup> May 2013**. The winning retailer will be notified by 28<sup>th</sup> June 2013, and the prize delivered to the retailer during July 2013. The winner will receive 50L bags of Westland Horticulture's Gro-Sure All-Purpose Compost worth £6,000 (at retail).



**The Judges will be looking for the following merits in the winning Garden Re-Leaf campaign:**

- originality, quality and depth/breadth of your Garden Re-Leaf activities
- your effective use of media, marketing and promotion
- the volume and quality of media coverage you achieved (where known)
- any improvements in footfall or sales that you attribute to your Garden Re-Leaf activities

**TO ENTER, POST YOUR COMPLETED FORM TO:**

Dympna Carron, Westland Horticulture Ltd, 14 Granville Ind Estate, Granville Road, Dungannon, Co Tyrone, N.Ireland BT70 1NJ

**OR SCAN AND EMAIL A PDF TO:**

Dympna Carron, [dcarron@westlandhorticulture.com](mailto:dcarron@westlandhorticulture.com), subject: Garden Re-Leaf Westland Challenge

Competition is organised by Garden Re-Leaf Day and sponsored by Westland Horticulture Ltd.

Competition is open to all garden retailers who participated in the Garden Re-Leaf Day 2013. Entries will be judged on a merit basis by representatives of Westland Horticulture, and the Garden Re-Leaf organising team. If desired, supplementary information, examples and evidence may be submitted along with your completed form to add value to your entry. One prize only will be offered. Prize cannot be claimed by an individual. No alternative prizes or cash alternatives are available. Entries received after the closing date of 31<sup>st</sup> May 2013 will not be considered. The Judges' decision is final.

Entry-related questions should be directed to: Dympna Carron, Tel: 02887 727500, Email: [dcarron@westlandhorticulture.com](mailto:dcarron@westlandhorticulture.com)

<b>NAME OF GARDEN CENTRE:</b>	<b>ADDRESS OF GARDEN CENTRE:</b>
<b>CONTACT NAME:</b>	<b>TELEPHONE:</b>
<b>JOB TITLE:</b>	<b>EMAIL:</b>
<p>1. PLEASE SUMMARISE WHAT <b>ACTIVITY/ACTIVITIES</b> YOUR GARDEN CENTRE UNDERTOOK FOR GARDEN RE-LEAF DAY, INCLUDING KEY PROJECTS, WHY YOU CHOSE THEM, HOW AND WHEN THEY WERE IMPLEMENTED, HOW MANY EMPLOYEES ORGANISED THEM, AND HOW MANY CUSTOMERS TOOK PART IN EACH.</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>	



2. HOW DID YOU **PROMOTE** YOUR GARDEN RE-LEAF DAY ACTIVITIES TO THE PUBLIC? (MARKETING, ADVERTISING, PUBLIC RELATIONS, DIRECT MAIL, IN-STORE, POINT OF SALE, SOCIAL MEDIA ETC)

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3. NOT INCLUDING ANY ADVERTISING SPACE, WHAT **EDITORIAL MEDIA COVERAGE**(IF KNOWN) DID YOU ACHIEVE? (INCLUDING PRINTED AND ON-LINE MEDIA, RADIO, TV).  
• PLEASE INCLUDE THE NAMES OF THESE MEDIA, THEIR READERSHIP / LISTENER / VIEWER NUMBERS (IF KNOWN).  
• PLEASE ALSO INDICATE THE SIZE OF ANY PRINT COVERAGE ACHIEVED (EG ¼ PAGE, ½ PAGE ETC), AND IF YOUR BUSINESS HOLDS A MEDIA LICENSE, ATTACH A PHOTOCOPY OR PDF OF THE COVERAGE ITSELF (OR INTERNET LINK IF COVERAGE WAS ON-LINE). FOR RADIO/TV COVERAGE PLEASE INDICATE THE LENGTH OF THE BROADCAST ITEM  
NB: IF PREFERRED, THIS COVERAGE INFORMATION CAN BE PRESENTED IN A SEPARATE EXCEL TABLE.

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4. IN YOUR VIEW, WHICH OF YOUR GARDEN RE-LEAF ACTIVITIES WAS THE MOST **SUCCESSFUL**, AND WHY?

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5. DID YOU EXPERIENCE AN UP-LIFT IN **SALES** ON GARDEN RE-LEAF DAY COMPARED TO OTHER DAYS DURING THAT WEEK? IF SO PLEASE PROVIDE RELEVANT DETAILS AND A COMPARATIVE PERCENTAGE.

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6. DID YOU EXPERIENCE AN UP-LIFT IN **FOOTFALL** ON GARDEN RE-LEAF DAY COMPARED TO OTHER DAYS DURING THAT WEEK? IF SO PLEASE PROVIDE RELEVANT DETAILS AND A COMPARATIVE PERCENTAGE.

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7. HOW MUCH **MONEY** DID YOU RAISE FOR THE GREENFINGERS CHARITY FROM YOUR GARDEN RE-LEAF ACTIVITIES?

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8. AND FINALLY, DO YOU HAVE ANY OTHER **COMMENTS, FEEDBACK OR IDEAS** THAT YOU WOULD LIKE TO SUBMIT TO THE GARDEN RE-LEAF ORGANISERS AS THEY CONSIDER WHETHER THE INITIATIVE WILL CONTINUE IN 2014?

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**THANK YOU FOR YOUR ENTRY!**  
**NOW PLEASE SUBMIT IT TO THE ADDRESS OVERLEAF, TO ARRIVE BY 31<sup>ST</sup> MAY 2013**