The CJ Excellence Awards recognize CJ clients who are not only driving revenue growth, but are doing so in a highly effective, innovative, collaborative, or creative way.

**Guidelines & Information:**

* **Entry Period Opens: Tuesday, June 25, 2019**
* **Entry Period Closes: Friday, August 2, 2019, 5:00 PM (PT)**
* The submissions will be judged by a panel of CJ Affiliate experts from across the company using a scoring system that reviews initiative, creativity, results, writing quality, and overall entry.
* All submissions must reference activity that occurred between June 1, 2018 - May 31, 2019.
* Both Advertisers and Publishers are eligible to submit for any of these awards.
* Please note, if you are submitting on behalf of your client you must receive written consent before completing this submission.
* For each answer, provide a detailed yet succinct response that includes supporting examples. All supporting information should be included within the written response.
* We reserve the right to reassign an entry to a different award category from which it was originally submitted. If this is the case, we will contact you.
* We will announce winners at the CJU Awards Dinner. By submitting a nomination, you agree to have your name and logo presented at the CJU Awards Dinner, should you win.
* The sound bite you submit will be used during the announcement of the winner during the CJU Awards Ceremony.

Please ensure any commercially sensitive information is clearly highlighted. Anything that is not highlighted may be used in announcements at the CJ Excellence Awards Ceremony or in post event content.

**Submission Instructions:**

* Final answers must be entered on the following entry and completed in its entirety.
* Please follow the formatting rules below:
  + 3-page maximum (excluding the cover sheet)
  + Single line spacing
  + 12pt font size

If you exceed three pages, your entry will face a deduction in your overall score.

* Upon completion:
  + Please save your submission with your company name, followed by CJU19 and the award category. *(Example: CJAffiliate\_CJU19\_BestUseofData.doc)*
  + Please complete the [online form](https://www.cvent.com/d/gyq99w) and upload your entry.
* You must upload a vector .eps or .ai logo file along with your award entry(ies) in the online form.

**Company Name: ­­­­­­­­**

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**Best Cross-Channel Strategy**

Did you use new channels such as in-store, in-app, cross-device to drive growth in your affiliate program? Tell us about your success and what tools and partnerships were essential to making it happen. This award will recognize a client or clients who tapped new channels to drive growth.

**Elevator Pitch:** Tell us why you should win this award.

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**What were your goals?**

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**How did you achieve your goals? What actions lead to your success? What hurdles did you have to overcome?**

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**What were the results? (Please support with data/metrics.)**

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**Sound Bite:** Provide 2-3 sentences about your entry that we will use to announce the winner at the CJU Awards ceremony. (If selected we may need to incorporate minor edits to your soundbite to fit within our space allotted)

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