Trade Union Communication Awards 2023

Category 4: Best campaign communications

Campaigns must have been run within the date range of the competition and could include a mix of offline and digital actions. Judges will seek evidence of a single cohesive campaign, with objectives met creatively and cost-effectively. Campaigns can be political/public, industrial/sectoral, and can be large or small in scale.

Only one entry per union in this category.

* Please name your file with your union name and category 4 in the title.
* Please download this entry form and rename it with your union name, category and entry. Please take time to complete the form carefully as the judges will use the information you provide in assessing your entry.
* Closing date for receipt of entries is 5pm Friday 24 February 2023. Please send your entries to dshannon-hughes@tuc.org.uk

Name of union:

Title of communication:

Title of campaign:

In no more than 500 words, describe the campaign covering the following questions:

* What was the campaign objective?
* Who were the external stakeholders you were seeking to influence?
* What was the budget?
* What communication tools were used?
* What was the campaign’s outcome?
* How successful was the campaign and how did you measure this?