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**Innovation Application Form**

*Recognising the organisation that has introduced a significant new innovation to the sector that demonstrates quantifiable benefits to its customers.*

You may enter a project into a maximum of 2 categories. Each category has its own application form which you can download from [www.wppawards.com/enter-offline/](http://www.wppawards.com/enter-offline/).

Complete this form and return it by email to [events@triangle.eu.com](mailto:events@triangle.eu.com). For any assistance, please call the events team on **+44 (0)1628 642910** or visit [www.wppawards.com/enter-offline/](http://www.wppawards.com/enter-offline/) for more instructions.

**Your Details**

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| Please provide the name of the project, product, campaign, service or initiative you are entering: |
| Your Contact Details  Please provide your contact details including your name, company, job title, email address, phone number and company address. |
| Please provide a brief description of your organisation. (**Max 100 words**) |
| Please provide a brief synopsis of your entry. (**Max 300 words**)  We require an overview of your entry which should be a publicly available description. |

**Your Entry**

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| 1. Provide a brief overview of the project or initiative, including the reasons it was embarked upon and the specific timelines. (**Max 150 words**) |
| 2. Provide specific examples for why the innovation was needed, the breadth of the innovation (i.e. number of customers) and its impacts. (**Max 200 words**) |
| 3. Use this space to provide a testimonial from a key business stakeholder, where possible. (**Max 100 words**) |
| 4. You can use this space to go into more detail on the project or initiative in question. Please provide as much evidence of success as possible and where relevant provide information on the specific challenges/demands. (**Max 750 words**) |

**Supporting Documents**

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| Supplementary Information  Please add any supporting documents to supplement your entry (these can include third-party endorsements, analyst reports, other accreditations etc.) You are allowed to submit up to 5 separate documents/files but please limit each individual document to 5 slides/pages of A4 and a max file size of 5MB. Email these along with your completed application form to [events@triangle.eu.com](mailto:events@triangle.eu.com). |
| Web or video links  If you would like to provide links to online videos or websites please add them below. |