



**MARKETING.AWARD**  
DER GEMEINSCHAFTSGASTRONOMIE

**ATTENTION: Please download the form, save it and open it again with Adobe Acrobat Reader in order to fill it out correctly.**

# MARKETING AWARD

## Impulses for a better future

**1. Competition entry (title)**

---

**2. Describe the goal of your marketing strategy**  
(increasing customer benefit, differentiation from the competition etc.)

---

**3. Who initiated the strategy, what was the motive, what was the stimulus?**

---

4. **Short description: What is the essential content of your strategy / your project?**

-----

5. **Since when has the strategy / the project been implemented?**

-----

6. **What was the expenditure?** (costs, investment, personnel)

-----

7. **What were the measurable results of the strategy / the project?**  
(guest satisfaction, fluctuation, turnover, costs, income)

-----

8. **Were other departments / fields in your company involved in the strategy / the project?**

-----

9. How did the strategy / the project improve the performance and perspective of your catering establishment?

-----

10. It would be ideal if you can give us a principal witness who can confirm the success.

Name: ----- Telephone: ----- Email: -----



**P.S.:**

We are happy for you to supplement your application with images, income statements, statistics etc. Simply submit the corresponding documents as supplements!

We want to take part in the „Marketing.Award der Gemeinschaftsgastronomie“ award!

We agree to the disclosure of the data to members of the jury and the storage and processing of data to determine and publish the prize-winners/applicants.

Company: -----

Company address: -----

Internet address: www. -----

Contact in the company:

Surname, name: -----

Function: -----

Telephone: -----

Mobile: -----

Email: -----

Please submit your application **by 16.02.2024 at the latest** by post or email to:

Redaktion gvpraxis  
Deutscher Fachverlag GmbH  
Frau Martina Reif

Mainzer Landstraße 251  
60326 Frankfurt am Main

Telephone: 069 7595-1226  
Email: martina.reif@dfv.de

**APPENDIX - what other information should the jury also take note of?**