

# The Best In Franchising Digital Marketing Campaign

Congratulations on your finalist position, we are excited to be working with you and your teams over the coming months to showcase your successes and secure some fantastic promotion and reach for your brand and franchising as a whole.

## Introducing the 'Best in Franchising 2022'

This campaign has been designed to create a valuable platform from which we can promote your brands and franchising as a whole far and wide. The collective contribution enables the production of high-quality content coupled with some excellent media placement at a heavily reduced rate.

## What is included

All finalists will be invited to professional studios where we will capture valuable footage for the awards bfa campaign. If you opt-in for the best in franchising campaign all professional footage will be released for you to add to your own marketing armoury, this includes:

## Professional Video Assets

- The official 30 second award showreel will be released for your use
- The 90 second finalist video shot showcasing key winning themes
- Up to 6-minute long-form interview getting under the skin of the brand, journey and success

## Official best in franchising Assets

- A small album of #behind the scenes filming footage
- Official branded 'best in franchising' image

## Distribution

- Full page feature in the bfa's Franchise Business Insights Magazine
- Full page feature in the 'Best in Franchising 2022' digital guide
- Inclusion in What Franchise 'bfa HSBC British Franchise Awards 2022' feature

This package has been designed to provide a low-cost opportunity to boost your brand profile and complement your story. The assets developed through this can be used to engage potential franchisees or attract consumers.

**Package costs: 1 x finalist entry: £995 +VAT 2 x finalist entries: £1,495 +VAT**

For more information, please contact [press@thebfa.org](mailto:press@thebfa.org) or you can liaise directly with our Digital Marketing Officer, Jess at [jessicasmith@thebfa.org](mailto:jessicasmith@thebfa.org)