

Awards: how to win and leverage the power of awards

A marketing strategy too often overlooked by professional practices is awards. These are opportunities for professional practices to promote their brand, highlight differentiation, and ultimately create or increase competitive advantage in market segments and the wider marketplace.

Presenting your credentials for an award is not always a simple process. Complex criteria and stiff competition can mean considerable wasted effort if not approached correctly.

Julian Midwinter & Associates has strategised award submissions and supported clients. Our work has resulted in wins of many highly coveted awards and increased prestige and law firm profiles by fully leveraging this investment.

We expertly take clients on the award journey with:

- advice on awards to best suit your practice areas and business goals
- strategy and execution of an award entry which is clear, articulate and compellingly addresses judging criteria
- demonstrating results through case studies, quantitative indicators, and by creating comparative measures
- tailored responses to suit each competition's specialised judging criteria
- demonstrating excellence in your field by providing focused and succinct responses which make your case strongly - what you have achieved and how you're doing it
- creating submissions which demonstrate innovation in your market segment or practice area
- presenting your winning strategies to achieve excellent results.

Our clear and persuasive writing combined with strong understanding of competitions and awards selection processes, positions Julian Midwinter & Associates to astutely advise and practically assist with each step in your award submission. We start with deciding where to apply and help you all the way through to leveraging your win.

If you would like help to win awards which really make a difference to your firm's prestige and profile please get in touch, on +612 9968 4168 or email julianmidwinter@julianmidwinter.com.au

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