



★ A SOCIAL SHARING TOOLKIT FOR NOMINEES ★

A LITTLE MOMENT WORTH CELEBRATING

Congratulations — you've been nominated.

Someone in your community thought of your business and put you forward for a **Pet Industry Business Award**. That's a genuine vote of confidence in the care, craft and heart you bring to your work every day.

WHAT YOUR NOMINATION MEANS

It's more than a name on a list. It's a customer saying **"this business matters to me"** — and inviting others to say the same.

WHY THIS MATTERS

PIBA is a community-first celebration of the businesses shaping our industry. Every nomination is real, human recognition — the kind money can't buy.

HOW TO BECOME A FINALIST

The businesses with the strongest community support move through to the finalist shortlist. This little toolkit shows you exactly how to rally yours — in about five minutes.

STEP 1 · IT ONLY TAKES A MINUTE

Create your graphic.

We've built a ready-to-edit Canva template so you can announce your nomination in a design that already looks the part.

OPEN THE CANVA TEMPLATE canva.link/4g28vir1oqo6r2s

★ GOOD TO KNOW

Customers can't search for you — they type your details in.

The nomination form asks for four things: **Business Name, Email, Phone Number** and **Address**. Most customers won't know these off the top of their head, so **give them the exact wording** to paste in. Also tell them which **category** you're nominated in — it's the one thing that stops nominations from getting stuck.

HOW TO PERSONALISE IT

- 1 Click **Uploads** in Canva's left-hand menu and add your logo.
- 2 Drag your logo into the placeholder on the template.
- 3 Use the **corner handles** to resize — this keeps proportions right.
- 4 Replace the **Business Name** placeholder with your business name.
- 5 Your **award category** is already filled in for you.
- 6 Hit **Share Download** to save your finished graphic.

★ TOP TIP

If your business name doesn't fit, reduce the font size until it does.

Don't stretch or squash the text — a slightly smaller name always looks better than a distorted one.

★ PRO TIP

PNG logos with a transparent background look best.

If your logo has a white square around it, ask your designer for a **transparent PNG** — it sits beautifully on any colour.

STEP 2 · GET THE WORD OUT

Share your nomination.

The more people who see the news, the more nominations you'll receive. Tag **@PibaAwards** everywhere you share so we can reshare you to our whole audience.

INSTAGRAM

Feed post + Story with a link sticker. Tag **@PibaAwards** and your business.

FACEBOOK

Post to your Page. Tag our page: facebook.com/PibaAwards.

LINKEDIN

Share to your company page. Tag **PIBA Awards** and your team.

WEBSITE

Add a banner or news post linking to piba.co.uk/nominate.

EMAIL

Add it to your signature and next customer newsletter.

EXAMPLE CAPTION — COPY & PASTE

*"We've just been nominated for a **Pet Industry Business Award** for **[Your Category]**! ★ If we've ever made you or your pet smile, we'd be so grateful for your nomination too. Head to piba.co.uk/nominate, pick that category, then enter our **business name, email, phone and address** (below). Thank you for backing small businesses like ours — it means everything. Tag **@PibaAwards** if you share!"*

@yourbusiness · just now

[Your Canva Graphic]

Nominated for
Best Grooming Salon

NOMINATE US

@PibaAwards ·
@yourbusiness

BUILD YOURS WITH...

- Your downloaded Canva graphic
- A **Link sticker** pointing to piba.co.uk/nominate
- Tag **@PibaAwards** and your own business
- A short caption: "Nominate us in [Category]!"

★ DON'T FORGET

Repost every couple of days. Timelines move fast — reminders are how nominations add up.

STEP 3 · THE REAL MAGIC

Turn customers into advocates.

Your happiest customers are your loudest voice. Invite them to share **why** they love working with you — a photo of their pet, a story, a memory. That's community recognition at its very best.

WHY SHARING MATTERS

Every nomination is a moment of genuine customer support — a public thank-you to a business that's made a difference. This isn't about gaming a system; it's about celebrating the trusted local businesses at the heart of our industry.

THE ASK

Message your regulars, post to your groups, add it to your next newsletter. Ask customers to share a short story tagging **@PibaAwards** on Instagram and our **Facebook page** — plus **your business**, so everyone sees it.

GIVE THEM YOUR DETAILS

Customers **cannot search** for you — they have to type your details in. Send this block so they can copy & paste:

- **Business Name:** [your business name]
- **Email:** [your business email]
- **Phone Number:** [your business phone]
- **Address:** [your business address]
- **Category:** [your nomination category]

MESSAGE TO SEND YOUR CUSTOMERS — COPY & PASTE

*"Hi [Name] — we've been nominated for a **Pet Industry Business Award** for **[Your Category]** and we'd love your support! Nominate at **piba.co.uk/nominate**, pick that category, then enter our details: **[business name]**, **[email]**, **[phone]**, **[address]**. (The form doesn't let you search — you have to type them in.) If you'd like to share a story of why you'd nominate us, tag **@PibaAwards** and **@[YourBusiness]** so we can reshare it. Thank you — it truly means the world. ★"*

STEP 4 · THE HOME STRAIGHT

Five-minute checklist.

Work through this list once and you've done everything a nominee should do. Print it, tick it off, and celebrate.

- | | |
|--|--|
| <input type="checkbox"/> Added our logo | <input type="checkbox"/> Tagged @PibaAwards |
| <input type="checkbox"/> Added our business name | <input type="checkbox"/> Added the nomination link |
| <input type="checkbox"/> Downloaded our graphic | <input type="checkbox"/> Mentioned our award category |
| <input type="checkbox"/> Shared on Facebook | <input type="checkbox"/> Shared with our customers |
| <input type="checkbox"/> Shared on Instagram | <input type="checkbox"/> Added to our newsletter |
| <input type="checkbox"/> Shared to Stories | <input type="checkbox"/> Asked supporters to nominate us |



SCAN, PRINT, DISPLAY

Scan the code, or point customers to:

piba.co.uk/nominate

*A separate **printable QR poster** is included with this toolkit – pop it on your reception desk, counter or window to collect nominations from every customer who walks in.*

GOOD LUCK — AND HAVE FUN WITH IT

We can't wait to see your posts. Tag **@PibaAwards** so we can cheer you on all the way to the finalist shortlist. ★

Questions? Email hello@piba.co.uk or DM [@PibaAwards](https://www.instagram.com/PibaAwards).