

2017/2018 Marketing Communication Awards Entry Form

(print this completed form and insert two copies in the front of your entry binder with your check payable to SMPS Philadelphia)

Step 1: Read the detailed entry category descriptions and submittal instructions below

Step 2: Complete one entry form listing all your submissions in all categories from one team. Include two printed copies of this completed form with each entry. If multiple teams enter from the same firm, please complete one entry form per team.

Name of firm _____

Entered by _____ SMPS Member Number _____

Address _____ City, State, ZIP _____

Phone _____ Email _____

Categories

1. Corporate Identity
2. Website
3. Direct-Mail Campaign
4. Special Event
5. Social Media
6. Miscellaneous

Step 3: Review entry fee chart below.

	Entry Fee
SMPS Member:	\$100 first entry
	\$75 per additional entry
Non-member	\$200 first entry
	\$175 per additional entry

Category #	Description of Entry	Entry Fee

Total Number of Entries: _____

Total Fee \$: _____

Step 4: Send entries to:

STV
1818 Market Street, Suite 1410
Philadelphia, PA 19103
Attn: Stacy Barrett | SMPS Philadelphia Chapter MCA

CHECKS PAYABLE to: **SMPS Philadelphia DEADLINE:** 1:00 PM, Wednesday, December 15, 2017

2017/2018 Marketing Communication Awards Categories

CORPORATE IDENTITY

Specify identity type on entry form:

- **New Identity:** A consistent graphic image applied to your firm's print and/or digital collateral materials for the purposes of a new corporate identity treatment.
- **Rebranding:** A consistent graphic image applied to your firm's print and/or digital collateral materials for the purposes of rebranding your firm.

Submittal Requirements: For rebranding entries submit a before-and-after representative sampling of materials that convey your firm's corporate identity. For New Identity entries, submit representative sampling of materials that convey your firm's new corporate identity. Both types of submissions may include logo application such as letterhead, business cards, brochures, newsletters, and note cards. If available, the corporate identity manual or graphics standards should be included in your folder as well as Web links to view original digital components online.

WEBSITE

Specify Website type on entry form:

- **External:** An external, public websites that either promotes your firm or has been launched by your firm for a specific project.
- **Internal:** Internal websites or intranets that have been launched for the purposes your firm's internal communications.

Submittal Requirements: Include Website URL. While judges will visit your site, please print and include in the folder 5–10 pages (screenshots) of your website including your home page. Web pages will be viewed using the latest version of Google Chrome.

DIRECT-MAIL CAMPAIGN

Marketing materials designed to reach a specific target audience through a print or digital campaign. A direct-mail campaign may include form letters, pamphlets, postcards, emails, and announcements.

Submittal Requirements: Include all the pieces in a series of mailings. If the campaign was conducted via email, include a Web link to view original digital piece online, print samples of all pieces, and include both in your folder.

SUBMISSION REQUIREMENTS: Award submissions are due by December 15, 2017 at 1:00 PM

All materials must be submitted in one 8.5-x-11-inch, plastic pocket folder, including the following:

1. entry form (two copies)
2. entry questionnaire (includes answers to questions 1-6)
3. entry fee payment (place check in inside pocket of folder)
4. table of contents
5. exhibits/samples of project being entered

A separate folder is required for each entry.

Materials completed between January 1, 2016 and January 31, 2017 will be accepted for the 2017/2018 competition.

Submittal requirements vary depending on category. Read individual category descriptions for submittal requirement details.

If submitting digital files, save the files to a USB flash drive, CD, or DVD that is Microsoft Windows compatible and place securely in the binder. Please test the digital files before submitting your entry.

Entries that fail to follow submittal requirements will be penalized and may result in disqualification. Jurors' decisions are final.

Questions? Contact Stacy Barrett, STV at stacy.barrett@stvinc.com

Submission due by December 15, 2017 at 1:00 PM to:

Stacy Barrett
STV
1818 Market Street, Suite 1410
Philadelphia, PA 191043

2017/2018 Marketing Communication Awards Categories (continued)

SPECIAL EVENT

Specify type on entry form:

- **Digital:** pieces produced for one-time use to promote a special event including but not limited to an anniversary, new name, office opening, dedication, or ground breaking.
- **Print:** pieces produced for one-time use to promote a special event including but not limited to an anniversary, new name, office opening, dedication, or ground breaking.

Submittal Requirements: For digital, three copies of a printout of the digital piece and include a Web link to view original digital components online. For print, three sample copies of the materials. Please send materials in the original packaging if possible. Include photographs of materials that do not fit in the folder.

SOCIAL MEDIA

Specify type on entry form:

- Basic (FB, Twitter, Instagram, LinkedIn)
- Blogs
- Podcasts

Any marketing effort that utilizes online social media tools to provide a platform for thought leadership, collaboration, and user interaction. Can be one platform or a combination of platforms.

Submittal Requirements: Include a Web link to view online, three printout of samples (screenshots), and include both in your folder. For blogs and podcasts, submit at least three consecutive postings/episodes for review.

MISCELLANEOUS

If you have an entry that does not correspond to one of the five categories above, but aligns with one of the other categories posted on Headquarters' website at <https://www.smps.org/recognitionmca2016-category-definitions>, you may enter under this category. Specify which Headquarters' category it corresponds to and use the submittal requirements as posted on their website.