

# Entry Form

SMPS Philadelphia Chapter 2015 Marketing Communications Awards

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

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

**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 \_\_\_\_\_ Member Number \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, ZIP \_\_\_\_\_ Country \_\_\_\_\_  
 Phone \_\_\_\_\_ Email \_\_\_\_\_

## Entry Categories

1. Advertising
2. Annual Report\*
3. Book/Monograph
4. Brochure\*
5. Corporate Identity
6. Direct Mail Campaign\*
7. Feature Writing
8. Holiday Piece\*
9. Internal Communications
10. Magazine\*
11. Media Relations Campaign
12. Newsletter – External\*
13. Newsletter – Internal\*
14. Promotional Campaign
15. Recruitment & Retention Communications
16. Social Media
17. Special Event\*
18. Specific Project Marketing\*
19. Tradeshow Marketing
20. Video
21. Web Site

\*Print and digital entries within this category will be judged, and may be awarded, separately.

**Step 3:** Review entry fee chart below.

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

Category #	Description of Entry	Entry Fee

Total Number of Entries \_\_\_\_\_ Total Fee \$ \_\_\_\_\_

**Step 4:** Send entries to: J Davis Architects  
 1518 Walnut Street, Suite 1308 | Philadelphia, PA 19102

Attn: Susanne Hanson  
 Re: SMPS Philadelphia Chapter MCA

CHECKS PAYABLE to:

**SMPS Philadelphia**

**DEADLINE:** 5:00 p.m., Friday, December 12, 2014

# 2015 Category Definitions

**(Please note: these definitions are taken directly from the SMPS.org website for 2014 criteria – the 2015 criteria is not available yet. This is for planning purposes only, please refer to <http://www.smps.org/MCA/> for updates.)**

Materials completed between January 2013 and November 2014 will be accepted for the 2015 competition.

Submittal requirements vary depending on category. Read individual category descriptions below 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. Jurors' decisions are final.

## 1. ADVERTISING

An individual advertisement or ad campaign, any size, color or black and white, placed in business, trade, or general-interest publications (print or digital).

Submittal Requirements: Three copies of the clarification statement and one copy of the ad, or one copy of each ad if a series.

## 2. ANNUAL REPORT\*

A print or digital publication containing a company's annual highlights and financial results.

Submittal Requirements: Three copies of the clarification statement and three copies of the annual report. If entering a digital edition, include in your binder three copies of a printout of the report and a CD containing the report in its original digital format and as a PDF for viewing.

## 3. BOOK/MONOGRAPH\*

A complete, original printed or digital publication that addresses an issue of relevance to the A/E/C industry or features the work of a firm. The publication must have an unlimited shelf life and be professionally produced for mass distribution. A monograph is a single-authored, one-time publication on a specific, often limited subject.

Submittal Requirements: Three copies of the clarification statement and one copy of the book/monograph. If submitting a digital book, include in your binder one copy of a printout of the book and a CD containing the book in its original digital format and as a PDF for viewing.

## 4. BROCHURE\*

A print or digital publication describing your firm's general capabilities. A brochure has a limited shelf life, as a firm's capabilities, staff, and projects change over time.

Submittal Requirements: Three copies of the clarification statement and three copies of the printed brochure. If entering a digital brochure, include in your binder three copies of a printout of the brochure and a CD containing the brochure in its original digital format and/or as a PDF for viewing.

## 5. CORPORATE IDENTITY

A consistent graphic image applied to your firm's print and/or digital collateral materials.

Submittal Requirements: Three copies of the clarification statement and a before-and-after representative sampling of materials that convey your firm's corporate identity. 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.

## 6. 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: Three copies of the clarification statement and all the pieces in a series of mailings. If the campaign was conducted via email, save the pieces as PDFs on a CD for viewing, print samples of all pieces, and include both in your submittal binder.

## 7. FEATURE WRITING

An article or white paper published in print or online, written by a member of the firm, to meet a public relations objective.

Submittal Requirements: Three copies of the clarification statement and three copies of the article.

## 8. HOLIDAY PIECE\*

A print or digital piece produced for one-time use to promote a generally recognized holiday; examples include but are not limited to a greeting card, party invitation, client appreciation gift, or calendar.

Submittal Requirements: Three copies of the clarification statement and three copies of the piece. If entering a digital piece, include in your binder three copies of a printout of the piece and a CD containing the piece in its original digital format and/or as a PDF for viewing.

## 9. INTERNAL COMMUNICATIONS

Any communications vehicle intended for an employee audience, including but not limited to a recognition program, awards program, intranet, internal Web site, or communications associated with mergers, acquisitions, or new business-line initiatives. *Employee newsletters should be entered in the Newsletter-Internal category.*

Submittal Requirements: Three copies of the clarification statement and one copy of the materials. If entering digital communications, include in your binder three copies of a printout of the piece and a CD containing the piece in its original digital format and/or as a PDF for viewing.

## 10. MAGAZINE\*

A printed or digital serial publication or periodical in editorial format that presents one or more points of view.

Submittal Requirements: Three copies of the clarification statement and three copies of the three most recent issues of the magazine. If entering a digital publication, include in your binder three copies each of printouts of the three most recent issues and a CD containing the publication in its original digital format and/or as a PDF for viewing.

## 11. MEDIA RELATIONS CAMPAIGN

A strategic communications effort that uses media relations tactics and outreach—including but not limited to media releases, feature articles, backgrounders, opinion/editorial (op-ed) pieces, editorial meetings—to achieve a specific marketing, business development, or corporate image goal. This category focuses solely on outreach and success with the media and may include print and/or electronic components.

Submittal Requirements: Three copies of the clarification statement and three copies of your media relations plan that outlines goals and objectives. Samples of placements and other results must be included in the binder.

## 12. NEWSLETTER—EXTERNAL\*

An external, client-focused publication designed in a newsletter format and produced via print or digital media.

Submittal Requirements: Three copies of the clarification statement and three copies each of the last three issues of the newsletter. If entering a digital newsletter, include in your binder three copies each of printouts of the three most recent issues and a CD containing the publication in its original digital format and/or as a PDF for viewing.

## 13. NEWSLETTER—INTERNAL\*

An internal, employee-focused publication designed in a newsletter format and produced via print or digital media. *NOTE: If the newsletter is being used for employee retention purposes, enter it in the Recruitment and Retention Communications category.*

Submittal Requirements: Three copies of the clarification statement and three copies each of the last three issues of the newsletter. If entering a digital newsletter, include in your binder three copies each of printouts of the three most recent issues and a CD containing the publication in its original digital format and/or as a PDF for viewing.

## 14. PROMOTIONAL CAMPAIGN

A comprehensive, **multi-tactic campaign** that takes place over an extended period of time to promote a specific company message, event, program, or project. The campaign must include a combination of tactics and media—print, digital, or multimedia—and implementation strategies.

Submittal Requirements: Three copies of the clarification statement and three copies of your promotional plan describing campaign focus and objectives. Submit one copy of any collateral pieces and multimedia aspects of the program. If media relations was part of the campaign, please submit one copy of releases/media kits/features developed and a list of results. Include photographs of any materials (e.g., trade show display) that do not fit in the binder.

## 15. RECRUITMENT AND RETENTION COMMUNICATIONS

A program designed to recruit potential and retain current employees through print and/or electronic communications, including but not limited to ads, brochures, form letters, pamphlets, postcards, announcements, and email promotions.

Submittal Requirements: Three copies of the clarification statement and all the pieces in the communications program. Save digital pieces as PDFs on a CD for viewing, print three samples of each, and include both in your submittal binder.

## 16. SOCIAL MEDIA

A program that utilizes online social media tools to provide a platform for **thought leadership, collaboration, and user interaction**. Examples of social media include but are not limited to blogs, networking sites (e.g., LinkedIn, Facebook), content-sharing sites (e.g., Del.icio.us, YouTube, Flickr), or news sites (e.g., Digg, Reddit).

Submittal Requirements: Three copies of the clarification statement. Save screen shots of Web-based pages on a CD for viewing, print out samples, and include both in your submittal binder.

## 17. SPECIAL EVENT\*

A print or digital piece 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: Three copies of the clarification statement and one copy of the materials. If submitting a digital piece, include three copies of a printout of the digital piece and a CD containing the digital files saved in their original format and/or as PDFs for viewing. Please send materials in the original packaging if possible. Include photographs of materials that do not fit in the binder.

## 18. SPECIFIC PROJECT MARKETING\*

An item or series of items developed in support of winning one specific project. Materials may be print and/or digital and include qualification packages, proposals, PowerPoint presentations, leave-behinds, or other pieces that contributed to the total effort.

Submittal Requirements: Three copies of the clarification statement and one copy of the materials. If submitting digital files, include three copies of a printout of the digital pieces and a CD containing the files saved in their original format and/or as PDFs for viewing. Include photographs of materials that do not fit in the binder. *Note: You may omit information deemed proprietary. In the clarification statement, please note where you have omitted propriety information.*

## 19. TRADESHOW MARKETING

Communication pieces created to promote a firm's attendance at tradeshow exhibits or used during the trade show to attract booth traffic. Materials may be print and/or digital.

Submittal Requirements: Three copies of the clarification statement and one copy of produced materials. Include photographs of materials that do not fit in the binder. Save digital pieces as PDFs on a CD for viewing, print three samples of each, and include both in your submittal binder.

## **20. VIDEO**

A program that utilizes video, podcasts, video/audio, or audio as the primary means of communication. Video programs are filmed communications, with or without audio. Podcasts are a series of audio or video programs, often downloadable for play on portable media players (e.g., iPods, MP3 players).

Submittal Requirements: Three copies of the clarification statement. Submit video/podcast on CD, DVD, or USB flash drive. For podcasts, submit two consecutive podcast episodes.

## **21. WEB SITE**

An external, public Web site or mobile site (designed specifically for smartphones or other handheld devices) that either promotes your firm or has been launched by your firm for a specific project. *Internal Web sites or intranets should be submitted under the Internal Communications category.*

Submittal Requirements: Three copies of the clarification statement that includes your Web address. While judges will visit your site, please print and include in the submittal binder 5–10 pages of your Web site including your home page. Web pages will be viewed using the latest version of Internet Explorer.

*\*Print and digital entries in this category may be judged and awarded separately.*