

# SMPS DC Marketing Communications Awards 2017 Entry Form

As marketers you put your heart into everything you do, and we're recognizing all that hard work, passion, and commitment with an awards program designed just for you. **Show yourself, your team, and your firm some love by submitting your best work to SMPS DC's 2017 Marketing Communications Awards program.**



Society for Marketing  
Professional Services  
Washington, D.C.

Entries will be displayed at our new **We Heart Marketers** event in February (details coming soon). Winners will be presented with awards for their exemplary work, including Best-in-Show. Event attendees can vote for a People's Choice Award, which will also be presented at the event.

Step 1: Read the detailed entry category descriptions and submittal instructions online at [www.smpsdc.org/resources](http://www.smpsdc.org/resources).

**Step 2:** Complete page one of the entry form listing all your submissions in all categories from one company. Print this completed form and insert in the front of each entry binder with printed copy of payment confirmation. Include a printed copy of this completed form with each entry. Please complete one entry form per company.

Name of firm: \_\_\_\_\_

Entered by: \_\_\_\_\_ Member number: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

#### Entry Categories:

- |                       |                          |                    |
|-----------------------|--------------------------|--------------------|
| 1. Corporate Identity | 4. Special Event         | 7. Video           |
| 2. Website            | 5. Holiday Piece         | 8. Project Pursuit |
| 3. Marketing Campaign | 6. Social Media Campaign |                    |

**Step 3:** Review entry fee information below and submit payment online at <http://www.cvent.com/d/gvq4k9/4W>.

SMPS Member: \$100 First Entry

SMPS Non-Member: \$125 First Entry

\$75 Per Additional Entry

\$100 Per Additional Entry

Category #	Description of Entry	Entry Fee
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Total Number of Entries: \_\_\_\_\_ Total Fee: \_\_\_\_\_

**Step 4:** Send entries to Katie Garrett, RepEquity, 1211 Connecticut Ave NW, Suite 250, Washington, DC 20036, Re: SMPS DC 2017 Marketing Communications Awards.

**DEADLINE: 5:00PM, Tuesday, January 31, 2017**

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*The responses to the following questions will be judged by our jurors while evaluating your entry. You may use bullets to list your answers.*

## **1. Marketing Objectives (75 words or less)**

Identify your marketing goals by answering the following questions:

- What did your firm hope to achieve with the piece or program?
- How did you plan to measure your results against your marketing goals?

Include the following:

- Marketing objectives
- Specify time frame
- Budget information
- Methodology for collecting and evaluating results

Word count: 0/75

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## 2. Target Audience (50 words or less)

Define the audience for this piece or program.

Answer the following questions:

- Who was your target audience?
- How many pieces were sent via mail or e-mail? If web site or video, what were your analytical goals?
- Characterize the composition, size, and location of your target audience (example: 250 CEOs and senior managers of the top 500 leaders of the California high-tech industry).

Word count: 0/50

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### 3. Research and planning (75 words or less)

Describe the market research conducted prior to planning your piece or program. Summarize your marketing plan efforts. Explain the production and delivery method.

Word count: 0/75

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## 4. Messaging (30 words or less)

What is the intended message of this entry?

Word count: 0/30

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## 5. Results (100 words or less)

Please answer the following questions:

- What was the ROI?
- Which actions did the target audience take after receiving your materials (testimonials/feedback)?
- What was your break-even goal for profit/loss, and did you achieve it?
- Did you meet your specific sales goals?
- Did you gain new clients as a result?

Word count: 0 / 100

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## 6. Creative Brief (250 words or less)

Please give a 250 word or less creative brief on your entry to convey to their jurors why your entry should win.

Word count: 0 / 250