

2024–2025 SMPS DC MARKETING COMMUNICATIONS AWARDS

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 off your firm, your team, or yourself by submitting your best work to SMPS DC's 2024–2025 Marketing Communications Awards program.

DEADLINE: 5:00 p.m. on Friday, May 16, 2025

Step 1: Select your category.

Read the detailed entry category descriptions and submittal instructions online at [https://smpsdc.org/SMPS DC Marketing Communications Awards](https://smpsdc.org/SMPS_DC_Marketing_Communications_Awards). This includes critical information on what information you must submit for each category *and* the information requested in this package.

Step 2: Register and submit payment.

All payments must be by credit card on the [SMPS DC MCA Registration website](#).

- SMPS Member: \$150 for the first entry, \$100 for each additional entry
- Non-member: \$200 for the first entry, \$150 for each additional entry

Please save a PDF of your registration and payment to include in your entry package.

Step 3: Complete your entry package.

Please submit **one entry package for each entry** your firm is submitting.

Each entry package should be organized in a single PDF as follows:

- Completed Entry Form (the remainder of this document)
- Submittal Requirements
- Proof of Payment

Please carefully review the general submittal requirements on [https://smpsdc.org/Submittal Requirements](https://smpsdc.org/Submittal_Requirements) and any category-specific submittal requirements at [https://smpsdc.org/Entry Categories](https://smpsdc.org/Entry_Categories).

Step 4: Submit your entry package.

Please send completed PDF packages to Immediate Past President Abby Harrington at aharrington@gilbaneco.com with the subject "SMPS DC—MCAs Entry" **before 5:00 p.m. on Friday, May 16, 2025**.

Please keep packages under 15 MB. If your package exceeds 15MB, please send it via shared file and inform Abby via email to ensure nothing gets caught in a spam filter!



2024–2025 SMPS DC MARKETING COMMUNICATIONS AWARDS ENTRY FORM

Basic Information

To ensure accurate entry categorization, please provide the basic information requested below.

Name of firm:

Address:

City/State/Zip:

Entered by:

Member Number:

Phone:

Email:

Entry category:

Format (Digital, Print, or Mixed-Media): The 2023–2024 MCA categories are:

- Corporate Identity
- Promotional Campaign
- Crisis Management and Communications
- Social Media
- Diversity, Equity, and Inclusion Communications
- Special Event
- Holiday Piece
- Video
- Project Pursuit Marketing
- Website

Please complete the following pages to tell the jurors about your project. Please note that jurors will be evaluating each entry as follows:

1. Creative Brief – 15 points
 2. Marketing Objectives – 20 points
 3. Target Audience and Research/Planning – 10 points
 4. Content Messaging – 15 points
 5. Results/Impact – 20 points
 6. Content–Deliverable – 20 points
- Total: 100 points

1. Creative Brief

Using 250 words or less, please provide a creative brief on your entry to convey to the jurors why your entry should win.

2. Marketing Objectives

Using 75 words or less, identify your marketing goals by answering the following questions:

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

Include the following:

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

3. Target Audience

In 50 words or less, define the audience for this project. Answer the following questions:

- Who was your target audience?
- How many pieces were sent via mail or email? If website 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)

4. Research and Planning

In 75 words or less, describe the market research conducted before planning your project. Summarize your marketing plan efforts. Explain the production and delivery method.

5. Messaging

In 50 words or less, describe the intended message of this project.

6. Results/Impact

In 100 words or less, please describe the results of the project. Consider the following questions:

- What was the ROI? Did you meet your marketing objectives?
- What actions did the target audience take after receiving your project (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 or leads as a result?