

SMPS DC Marketing Communications Awards 2021 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 off your firm, your team, or yourself by submitting your best work to SMPS DC's 2021 Marketing Communications Awards program. Winners will be presented with awards for their exemplary work, including Best-in-Show and People's Choice



DEADLINE: 5:00PM, Friday, May 14th

Step 1: Read the detailed entry category descriptions and submittal instructions online at <https://smpsdc.org/awards-recognition/marketing-communications-awards>. This includes critical information on PDF electronic submittals.

Step 2: Complete page one of the entry form listing all your submissions in all categories from one company. Include this completed form and attach within PDF submittal and include Cvent payment confirmation. 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. Promotional Campaign | 6. Social Media | |

Step 3: Review entry fee information below and submit payment online at <https://cvent.me/gRxABn>

SMPS Member: \$150 First Entry; \$100 per Additional Entry

SMPS Non-Member: \$200 First Entry; \$150 per Additional Entry

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

Total Number of Entries: _____ Total Fee: _____

Step 4: Send entries to Jen Bottomley - jbottomley@hga.com Re: SMPS DC 2021 Marketing Communications Awards.

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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/Impact (75 words or less)

Please answer the following questions as thoroughly as possible based on the entry type:

- What was the ROI, jurors are seeking a response to your marketing objectives that were stated earlier, did you meet your goals?
- 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 / 75

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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