



Submittal Requirements

Failure to comply with submittal requirements can result in disqualification of entry. Materials completed between **January 1, 2010** and **December 31, 2011** will be accepted for the 2012 competition.

All materials, including entry form must be submitted as a PDF via marketingexcellence@smps-stl.org.

Payment must be received via check or credit card on www.smps-stl.org.

Include one copy of the clarification statement with each submission.

What do I include?

Each entry must contain the following items in the following order:

- Entry Form & Payment
- Table of Contents: List all information/materials enclosed in the PDF.
- Clarification Statement (see directions below)
- Copy of Your Materials

Clarification Statement

Please provide answers to all questions in the following format: 10–12 pt font size, 1.5 or double spaced. The clarification statement should not exceed two pages. You are encouraged to use bullets to outline your answers, as jurors have limited time to review each submittal. Please print the entry category, firm name, and entry title on each page of the clarification statement in the upper right corner.

1. Your Firm's Marketing Objective

- a. Goals: Clearly state your marketing goals. What did your firm hope to achieve with the piece or program? How do you intend to measure your results against the goals?
- b. Target Audience: Who was the audience for this piece or program? How many pieces were mailed? Characterize the composition, size, and location of your target audience.

2. The Content of the Piece

- a. Research, Planning, and Implementation: What market research was conducted prior to the planning of the piece or program? Describe the production and delivery method. Was an outside

consulting or graphic design firm used?

b. Message: What is/are the key message(s) intended for this piece, site, or program?

c. Distinction: Explain your thought process in making your piece or program stand out from the crowd (i.e., why did you use the media you chose, what differentiates your piece or program, what was your thinking about distinguishing your firm from others)?

3. The Results

Results are worth 10 points of the overall score. Not including results will diminish your chance of winning.

Below are *examples* of measurable results you may want to include on your clarification statement:

a. Did your results achieve your marketing goals and how?

b. How many were mailed? Did you reach the target audience? What was the intended response? What was the response rate?

c. What actions did the target audience take upon receiving the materials?

d. What was your breakeven goal for profit/loss and did you achieve it?

e. Did you meet specific sales goals?

f. Did you gain new clients?

g. Did you get the projects you hoped to get?

h. What was the ROI?

4. Budget and Cost Data

List your:

i. Budget \$ _____

ii. Actual total cost \$ _____ (i.e., materials, printing, delivery) , includes labor

Who Are the Jurors?

Jurors consist of SMPS board members representing several Midwest chapters including Indiana, Nebraska, Kansas City, Wichita and Oklahoma. They are selected for their expertise in marketing, communications, and the design and building industry. Feedback and trends identified by the jurors are provided to all entrants, along with copies of their scoresheets.

Judging Criteria and Scoring

All entries will be evaluated using the following point system:

1.	Marketing Objectives	10
2.	Creativity	10
3.	Quality	10
4.	Content	10
5.	Results	10
	TOTAL POINTS:	50

Awards will be given only if the entries meet all the necessary criteria.

Awards

Awards are distributed for first-, second-, and third places in each category, as appropriate. Winners will be announced on April 12, 2012 at the Awards Dinner at Kemoll's Top of the Met.

Entry Categories

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 electronic).

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

2. Corporate Identity

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

Submittal Requirements: The clarification statement and 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.

3. Feature Writing

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

Submittal Requirements: The clarification statement and copy of the article.

4. Internal Communications

Any communications vehicle intended for an employee audience, including but not limited to annual reports, newsletters, a recognition program, awards program, intranets, or communications associated with mergers, acquisitions, or new business-line initiatives. May be print or electronic.

Submittal Requirements: The clarification statement and one copy of the materials.

5. Magazine

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

Submittal Requirements: The clarification statement and copy of the magazine.

6. Media/Public Relations

A strategic communications effort that uses media relations tactics and outreach—media releases, feature articles, backgrounders, opinion/editorial (op-ed) pieces, editorial meetings are some examples—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: The clarification statement and copy of your media relations plan that outlines goals and objectives. Samples of placements and other results must be included.

7. Promotional Campaigns

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, electronic or multimedia—and implementation strategies.

Submittal Requirements: The clarification statement and copy 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.

8. Proposals

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

Submittal Requirements: The clarification statement and one copy of the materials.

9. Self-Promotion/Direct Mail

Marketing materials designed to reach a specific target audience through a print or electronic campaign. A campaign may include brochures, holiday cards, holiday gifts, external newsletters, form letters, pamphlets, postcards, and announcements.

Submittal Requirements: The clarification statement and copy of material.

10. 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 blogs; networking sites (e.g., LinkedIn, Facebook); content-sharing sites (e.g., Del.icio.us, YouTube, Flickr); or news sites (e.g., Digg, Reddit); to name a few.

Submittal Requirements: The clarification statement and screen shots of Web-based pages.

11. Special Event

A print or electronic piece produced for one-time use to promote a special event such as an anniversary, new name, office opening, dedication, or ground breaking.

Submittal Requirements: The clarification statement and one copy of the materials.

12. Website

An external, public website that either promotes your firm or has been launched by your firm for a specific project. Internal websites or intranets should be submitted under the Internal Communications category.

Submittal Requirements: The clarification statement that include your web address. While judges will visit your site, please print pdfs and include in the submittal. Web pages will be viewed using the latest version of Internet Explorer.

I DON'T KNOW!

Not sure in which category to enter your work? Write "I Don't Know" on the entry form, and SMPS will select the most appropriate category for your entry. NOTE: When entering under "I Don't Know," SMPS' category selection for the entry is final.