

2016 Marketing Excellence Awards Entry Form



Each year, the American Marketing Association's Baltimore Chapter presents Marketing Excellence Awards to the organizations that implement the best local marketing campaigns and demonstrate measurable campaign results. For each marketing category below, AMA Baltimore will select merit award winners, along with an overall Campaign of the Year and first and second runners-up.

Entries must consist of marketing materials first used between June 1, 2015 and December 31, 2016. All information and materials provided to the judges will be reviewed in confidence and can be returned upon request. An explanation of goals and reporting of specific results are critical to the judges' evaluations.

Entry Deadline: Friday, February 10, 2017 5:00 pm

Entry Fee: \$35 per entry for AMA Baltimore members; \$50 per entry for non-members.

Organization Information

Organization Name	_____		
Address	_____ _____ _____		
Contact Name	_____	Contact Phone	_____
Contact Title	_____	Contact Email	_____

Marketing Category | Please select the categories that apply to your campaign.

Advertising	Event Marketing	Integrated: B2B
Branding	Market Research	Integrated: B2C
Digital Marketing	Marketing Technology	Integrated: B2G
Direct Marketing	Public Relations	Integrated: Nonprofit
Email Marketing	Social Media	Other

Using this form as your cover page, please address each of the following areas with no more than one page per area. Use the questions provided as guidelines for your answers.

- > **Entry Overview:** Briefly describe your organization. What are your market, product and target audience?
- > **Situational Analysis:** What was the marketing problem you were trying to solve?
- > **Goals and Objectives:** What were you trying to achieve? Include measurable results.
- > **Strategy:** What was your strategic plan?
- > **Implementation:** How did you implement the above plan? Include creative approaches and cost factors. How did you marshal forces within your organization to accomplish your objectives?
- > **Results:** What were the tangible outcomes of the initiative?
- > **Excellence Factor:** What sets your campaign and/or organization apart from the rest?

Please upload your complete typed entry form and responses with all supporting materials (brochures, advertisements, television or radio spots, videos, newsletters, etc.) to <http://bit.ly/2016MEASubmissions>.

Entrants will be billed for payment upon form submission. Payment is expected within five days of invoice.

Important Note: Applying companies or agencies must be based in the AMA Baltimore chapter region, which includes all of Maryland and portions of south-central Pennsylvania. Agencies may apply on behalf of their clients, but awards will be presented to and in the name of the client company. Finalists may be asked to give a short presentation summarizing the submitted campaign at the Marketing Excellence Awards banquet on April 6, 2017.