MARKETING EXCELLENCE,

Reimagined

2021 Call for Entries
Show Off Your Excellence.

Break the Mold. Raise the Bar.
Creativity, resilience, and results — three words that encompass what it means to have marketing excellence. 2020 flipped the script for marketers, and we know that you were agile, pivoting, and other 2020 buzzwords marketing machines.

The MX Awards has always been a competition that intersects imagination with impact, and this year is no different. If you have a creative, results-driven marketing campaign, then we want to see it. Enter today.

ENTRY DEADLINES
Early Bird: March 5, 2021
Standard: March 19, 2021

ENTRY FEES
Early Bird:
Members: $75 for the first entry, $50 for each additional entry*
Non-Members: $125 for the first entry, $100 for each additional entry

Standard:
Members: $100 for the first entry, $75 for each additional entry*
Non-Members: $150 for the first entry, $125 for each additional entry

*Member pricing is exclusive to AMA chapters within the AMA One Chapter Alliance: Baltimore, Philadelphia, Richmond, and Washington, D.C.

Want to know more about the MX Awards or have questions? We’re here to help! Please contact Dov Hoffman, Vice President of Programming at dov@amabaltimore.org or 410-504-7262.
Awards are given to organizations and agencies that raise the stakes on marketing campaigns and elements—the ones that go above and beyond with measurable results and impact. **We'll select merit award winners for each competition category, along with the coveted Grand MX Award followed by first and second runners-up.** All information and materials provided to the judges will be reviewed in confidence and can be returned upon request. Finalists will be notified by May 3rd.

**Winning entries will be spotlighted at the MX Awards Gala presented by AMA Baltimore on May 20, 2021.** Our team is monitoring the safety guidelines for large in-person events. We will announce location and format information by the end of March. Award winners may be asked to give a short presentation summarizing the submitted campaign at the MX Awards Gala on May 20th.

**EVENT DETAILS**
Thursday, May 20, 2021 | Location TBD
COMPETITION CATEGORIES

All entries submitted to the MX Awards must’ve first appeared between January 1, 2020 to December 31, 2020.

ELEMENTS OF MARKETING

Components of grander marketing efforts used to inform, direct, or motivate target audiences to build a stronger connection with a brand.

> New Brand Identity: Launching the development of a visual identity for a new brand/organization that communicates to audiences who you are and what you do.

> Rebrand: The makeover of an existing visual identity for an organization with the purpose of updating or repositioning how the brand portrays itself to audiences.

> Marketing Collateral: Can include brochures, newsletters, annual reports, sales kits, publications, or special event materials intended to market an organization or used as self-promotion.

> Market Research: Innovative use of market research to inform a marketing campaign or larger marketing initiative.

> Marketing Technology: Innovative use of technology in the design, development, and delivery of a marketing campaign or larger marketing initiative.

INTEGRATED CAMPAIGNS

Integrated marketing campaigns blend multiple forms of communication across a combination of channels and tactics to create a consistent campaign experience for the greatest reach of customers in your target market. All submissions in the following categories must include deliverables across more than one channel or medium.

> B2B Campaign: The creation of a campaign targeting businesses across multiple channels.

> B2C Campaign: The creation of a campaign targeting consumers across multiple channels.

> Nonprofit Campaign: The creation of a campaign targeting nonprofits across multiple channels.

> Event Marketing Campaign: The creation of a campaign to promote an event, occasion, or activity.

DIGITAL / INTERACTIVE

Any materials specifically created for digital distribution on computers, mobile devices, or video streaming channels.

> Email Marketing Campaign: Writing and design of a series of emails created to communicate with customers through a holistic campaign.

> Social Media Campaign: Strategic use of social media platforms to promote a brand or initiative through a holistic campaign (paid and/or organic).

> Video Marketing: Video used to educate viewers or provide information on an organization, product, service, or event.

> Single Unit Digital Advertisement: Any single digital advertisement promoting a brand or initiative.

> Digital Marketing Campaign: A series of 2-4 digital advertisements intended to promote a single campaign.

PRINT

Any materials specifically created for printed distribution whether in printed publications or mailed pieces. This category requires one extra step to the submission process. More on that under the “How to Enter” section.

> Single Unit Print Advertisement: Any single advertisement promoting a brand or initiative.

> Print Advertisement Campaign: A series of 2-4 advertisements intended to promote a single campaign.

> Direct Mail Campaign: Any printed materials specifically mailed to a precise target audience.

2021 MX Awards Call for Entries
amabaltimore.org/awards
WHO CAN ENTER
AMA Baltimore is spotlighting the marketing excellence of its home state. But to truly make the MX Awards our most celebrated competition to date, the following criteria details who’s eligible to enter:

> Independent organizations located in Maryland
> Agencies located in Maryland can enter work completed for in-state and out-of-state clients
> Out-of-state organizations and agencies located in the Philadelphia, Richmond, and Washington D.C. regions may only enter work completed on behalf of a Maryland-based client*

Member rates are applicable to both AMA Baltimore and AMA One Chapter Alliance (Philadelphia, Richmond, and Washington, D.C. chapters) members if they meet the requirements listed above.

*AMA Baltimore is proud to be a founding chapter of the AMA One Chapter Alliance, a groundbreaking partnership that connects us with the AMA Philadelphia, Richmond, and Washington, D.C. chapters. The MX Awards connects us with our fellow chapters by giving them an opportunity to showcase the creative work they’re bringing to Maryland.

HOW TO ENTER
Entering your work online is a breeze. Here’s a pro tip for prepping your entry submissions: The entry form includes several short answer fields, so draft your answers first before filling in the fields since there isn’t a saving option—more on that below.

STEP 1: Visit amabaltimore.org/awards.
STEP 2: Scroll down until you hit the “Enter Your Work” section and click on the “Enter Your Work” button.
STEP 3: Fill out your general contact information and continue scrolling. You can submit up to ten entries under one form. In the drop-down menu, select the number of entries you’d like to submit.
STEP 4: A purple bar calling out your entry number will appear. Hover over the bar until it turns green and click on the plus sign to the right to expand the form.
STEP 5: Fill in your general entry form details and your open-ended responses.*
STEP 6: Once you click “Submit Entries,” you’ll be taken to a payment page where you’ll need to select if you’re an AMA member or non-member. Proceed to checkout after reviewing the entries in your cart.
STEP 7: Complete the payment form with your billing details and a valid credit card. Click “Place Order.” You’ll receive an email confirming your order shortly after.
STEP 8: Be sure to mark your calendars for the MX Awards Gala on May 20th to celebrate all MX Awards winners and the achievements of marketing excellence.

If you’re submitting an entry into the print category, there’s one extra step to the submission process. Please prepare four physical copies of your print entry along with a printed copy of your order confirmation form. Make sure your package is clearly labeled with the title of your entry and your company’s name, and send or drop it off at the following address:

ATTN: Brynn Devereaux  
c/o Coyle Studios  
516 Fairmount Ave  
Towson, MD 21286

*Tell Us About Your Work
Please write a response to each of the questions – up to 250 words each:
1. What was the marketing problem you were trying to solve for your client/organization?
2. What were the creative and strategic factors driving the outcome of your work?
3. What were the tangible outcomes of your work? The response from your audience? Please include measurable results, if applicable.
4. X Factor: What sets your work and/or organization apart from the rest?
AMA Baltimore Members
Save on Entry Costs

JOIN OUR COMMUNITY

Join AMA Baltimore or any chapter that’s a part of the One Chapter Alliance and save on your MX Awards entries. AMA Baltimore may have been founded in 1947, but we’re more dynamic and modern than ever. Whether you’re looking for networking opportunities, professional development, industry resources, fun, influence, involvement, or growth, AMA Baltimore is where you’ll find it all.

The One Chapter Alliance allows our leading marketing practitioners, educators and students to connect with fellow AMA members across the Mid-Atlantic and Northeast. Marketers have always turned to the AMA for the resources and information necessary to outperform—to put answers into action. Together, we’re achieving AMAzing things.

Learn more about AMA memberships here:
https://amabaltimore.org/membership/

Become an AMA Baltimore member today to save on MX Awards entry costs.