



# 2016 Marketing Excellence Awards Entry Form

The Baltimore Chapter of the American Marketing Association’s Marketing Excellence Awards are given each year to companies and organizations that plan and implement the best local marketing campaigns and can demonstrate their campaigns’ successes with measurable results. **Entries must consist of marketing materials first used between June 16, 2015 and October 1, 2016.** All information and materials provided to the judges are reviewed in confidence and will be returned upon request. An explanation of goals and reporting of specific results are critical to the judges’ evaluation of entries.

For each marketing category below, there will be Merit award winners, plus an overall Most Excellent Grand Prize winner and First and Second Runners-Up.

**Application Deadline:** 5:00 p.m., Friday, October 14, 2016.

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

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

**Marketing Category** (please choose from the following list of categories):

- |                  |                              |                  |
|------------------|------------------------------|------------------|
| Advertising      | Brand/Product Management     | Database/CRM     |
| Direct Marketing | Email Marketing              | Event Marketing  |
| Market Research  | Online/Interactive Marketing | Public Relations |
| Social Media     | Integrated: B2B              | Integrated: B2C  |
| Integrated: B2G  | Integrated: Nonprofit        | Other            |

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

- I. **Entry Overview:** Briefly describe your organization. What is your market, product and target audience?
- II. **Situational Analysis:** What was the marketing problem you were trying to solve?
- III. **Goals and Objectives:** What were you trying to achieve? Include measurable results.
- IV. **Strategy:** What was your strategic plan?
- V. **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?
- VI. **Results:** What were the tangible outcomes of the initiative?
- VII. **Excellence Factor:** What sets your campaign and/or organization apart from the rest?

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

Entrants will be billed for payment via Eventbrite 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, including all of Maryland and portions of South-Central Pennsylvania. Agencies may apply on behalf of their clients, but awards will be given 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.