

SMPS

Society for Marketing
Professional Services

Boston



CALL FOR ENTRIES

Communications Awards

- SUBMISSIONS DUE APRIL 6, 2018
- NOMINATIONS FOR NEW MEMBER & MARKETING PROFESSIONAL OF THE YEAR DUE MARCH 16, 2018
- CELEBRATE THE WINNERS ON THURSDAY, JUNE 7, 2018
AT THE SMPS BOSTON AWARDS GALA

The logo for 'elevate' features a stylized blue triangle above the word 'elevate' in a blue, lowercase, sans-serif font. The word 'elevate' is partially overlaid by a black, lowercase, sans-serif font.

SMPS Boston Awards
Call for Entries

Communications Awards

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Entry Categories

CORPORATE IDENTITY A consistent graphic image applied to your firm's print and/or digital collateral materials for rebranding or new corporate identity treatment purposes. New or updated brand experience. For rebranding entries, submit a before-and-after representative sampling of materials that convey your firm's corporate identity. For new identity entries, submit a representative sampling of materials that convey your firm's new corporate identity. Both types of submissions may include logo application such as letterhead, business cards, brochures, newsletters, and note cards. If available, a link to the corporate identity manual or graphics standards should be included.

SPECIAL EVENT MARKETING A print or digital piece produced for one-time use to promote a special event, including but not limited to an anniversary, office opening, dedication, conference, or tradeshow participation (including exhibition materials and booth design), or ground breaking. Submit a pdf of the materials. Include images of the original packaging if possible and include a web link to view original digital components online.

Please note: Videos entered under Special Event Marketing cannot also be entered under the video category.

SOCIAL MEDIA Any marketing effort that utilizes online social media tools to provide a platform for thought leadership, collaboration, and user interaction. Platforms can include Facebook, Twitter, LinkedIn, Instagram, blogs, podcasts, apps, and other comparable mediums.

WEBSITE An external website or mobile site that promotes your firm or has been launched by your firm for a specific project. Please specify if your entry is for an external or internal website.

- › External: An external, public website that either promotes your firm or has been launched by your firm for a specific project.
- › Internal: Internal websites or intranets that have been launched for the purpose of your firm's internal communications.

HOLIDAY PIECE (digital) A digital celebratory piece produced for one-time use to promote a generally recognized holiday; examples include a greeting card/video or party invitation.

HOLIDAY PIECE (print) A print celebratory piece produced for one-time use to promote a generally recognized holiday; examples include a greeting card, party invitation, client appreciation gift, or calendar.

BRAND AWARENESS CAMPAIGN Comprehensive multi-tactic campaign that takes place over an extended period of time to promote brand awareness of your firm. The campaign must include a combination of tactics and media—print, digital, or multimedia, as well as implementation strategies. Submit a marketing plan describing campaign focus and objectives and any collateral pieces and multimedia aspects of the program. If media relations was part of the campaign, please include releases/media kits/features developed and a list of results. Include photographs of any materials and include a web link to view original digital format components online.

MARKETING COLLATERAL Print or electronic external marketing collateral. Examples may include a brochure, proposal layout redesign, corporate mailing (print or digital), magazine, report, external newsletter, or book/monograph.

INTERNAL COMMUNICATIONS Any print or digital communications vehicle intended for an employee audience, including but not limited to a recognition program, awards program, newsletter, or communications associated with mergers, acquisitions, or new business-line initiatives.

VIDEO Any video created for pursuing a project or external communication purposes. Submit a web link to view online or in original format. While judges will view video online, please include 5–10 pages (screenshots) from your video for their reference during deliberation.

RECRUITMENT AND RETENTION COMMUNICATIONS A program designed to recruit potential and retain current employees through print and/or electronic communications, including but not limited to ads, brochures, form letters, pamphlets, postcards, announcements, and email promotions. Submit a pdf of all the pieces in the communications program. For digital pieces, including a web link to view original digital components online.

ADDITIONAL HONORS

All entries submitted to the preceding categories are automatically considered for the following honors:

- Best In-house Design
Work designed by full-time, in-house employee(s) of the submitting firm.
- Best in Show
Judges will select from the first place entries in all categories for the 2017 Best in Show Award.
- People's Choice
On the night of the gala, entry presentation boards will be displayed and gala attendees will have the opportunity to cast their ballots for the best overall submission.

SUBMITTAL REQUIREMENTS

DUE DATE:

- Friday, April 6th, 2018 by 4 P.M.
- Late entries will be accepted for an additional fee until April 20st
- Email To:
- SMPSBostonChapter@gmail.com
- Send hard copy samples (i.e. holiday cards, invitations, brochures, etc.)
by April 20st to:

Jennifer Tulipani
Simpson Gumpertz & Heger
41 Seyon Street, Building 1, Suite 500
Waltham, MA, 02453

Phone: 781.907.9462 Email: jmtulipani@sgh.com
Subject: SMPS Boston Award Supporting Sample 2018

ELIGIBILITY

- Any materials created after January 2017
- Anyone or any company who was involved in the creation of the materials entered – you do not have to be an SMPS member
- If submitting material from a firm where you were previously employed, or submitting as a consultant, written permission from the firm must be submitted with the entry

NOTIFICATION AND NEXT STEPS

Entrants will be notified in mid-May. Winners will be required to produce a board to be displayed during the cocktail hour at the 2018 SMPS Boston Awards Gala and be in the running for People's Choice. Any entrant can submit a board. All boards must meet the requirements listed on the following page. All boards must also be collected at the end of the Gala.

WHAT TO INCLUDE IN YOUR EMAIL

- Copy of Online Payment
Please pay for your entry(ies) online at www.smpliboston.org.
- 1 PDF file of the “Entry Requirements” shown below
Please submit a separate PDF file for each entry you’re submitting.
- Intention of Submitting a Presentation Board (optional)
As noted previously, all entrants may submit a presentation board to be considered for People’s Choice. Please note in your submission email whether you intend to submit a board. Boards must be sent to Jennifer Tulipani by May 25th, 2018.

ENTRY REQUIREMENTS

- Cover page with title of entry, category, and company name
- Entry Form (pages 6 & 7)
- Clarification Statement (page 8)
- Supporting materials (i.e. images, links, etc.)
If you are including a tangible item with your entry, please list what the item is

PRESENTATION BOARD REQUIREMENTS

- Please use gator board not exceeding 3/16 inch in thickness. Do not use foam core.
- The size of the presentation board must be 22 x 24 inches, either vertical or horizontal.
- One-dimensional, laminated presentation boards are preferred.
- The entry title, entry category, and the submitting firm’s name must be displayed on the front of the presentation board.
- JPG file of board for use in awards presentation (if your firm has won an award).

These requirements are based on SMPS National’s Marketing Communications Awards presentation board requirements.

Optional requirements:

1. Copy of the clarification statement in the bottom right-hand corner
2. Business card to get more information about the board
3. Photograph of individual or team responsible for piece
4. Tablet or digital display for videos (SMPS Boston is not responsible for damage or loss)

JUDGING CRITERIA AND SCORING

Judges are selected for their expertise in marketing and communications as well as their experience in the AEC industry. They will judge and score each entry based on the following criteria:

- Creative Brief - 15 Points
- Marketing Objectives - 20 Points
- Research/Planning - 10 Points
- Content Messaging - 15 Points
- Content Deliverable - 10 Points
- Results - 20 Points

Based on [SMPS National](#) Judging Criteria and Scoring

Entry Form

ENTRY TITLE: _____

CATEGORY: _____

Qualifies for In-House Design?

Print Digital Mixed

Work must be completed by in-house employees to qualify.

NOMINATING FIRM

(Please list your firm name as you want it to appear in the presentation and on any awards)

Firm Name: _____ Contact Person: _____

Address: _____ City/State/Zip: _____

Phone: _____ Fax: _____ Email: _____

CREATIVE TEAM

Design Firm: _____ Contact Person: _____

Address: _____ City/State/Zip: _____

Phone: _____ Fax: _____ Email: _____

Copy Writer: _____ Firm Name: _____

Address: _____ City/State/Zip: _____

Phone: _____ Fax: _____ Email: _____

Photography/Illustration Firm: _____ Contact Person: _____

Address: _____ City/State/Zip: _____

Phone: _____ Fax: _____ Email: _____

Other Firm (state role): _____ Contact Person: _____

Address: _____ City/State/Zip: _____

Phone: _____ Fax: _____ Email: _____

Client (if different from Nominating Firm): _____ Contact Person: _____

Address: _____ City/State/Zip: _____

Phone: _____ Fax: _____ Email: _____

PAYMENT INFORMATION

SMPS Member? Yes No

Member Name: _____ Membership ID Number: _____

Number of Entries Submitted: _____

Name of Each Entry Payment Covers: _____

Total Entry Fee Enclosed: \$ _____

- SMPS Member \$135 for the first entry; \$110 for each subsequent entry
- Non-Member \$165 for the first entry; \$140 for each subsequent entry
- Late Fee Add \$50 to the above prices if entry submitted after April 7th

Please make your payment online at www.smpliboston.org.

Payment should be made before or by the date your entry is due.

QUESTIONS?

Contact Jennifer Tulipani – Awards Director
Simpson Gumpertz & Heger
Tel: 781.907.9462
Email: JMTulipani@sgh.com

Clarification Statement

Please include the following background information. You can use your own template for the clarification statement, but it must not exceed the word limits.

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

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

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).

RESEARCH AND PLANNING (100 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.

MESSAGING (50 WORDS OR LESS)

What is the intended message of this entry?

RESULTS (100 WORDS OR LESS)

Please answer the following questions:

- What was the ROI?
- 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?

Based on [SMPS National](#) Requirements

INDIVIDUAL HONORS

Marketing Professional of the Year

Honors an AEC Marketing Professional with at least seven years of marketing experience who has significantly contributed to the success of his/her firm and actively participates as a member in the SMPS Boston Chapter.

ENTRY SUBMISSION

- Two part process
 1. **Nomination:**

The nominator should submit the associated form for the candidate they wish to nominate.
 2. **Second State Submission:**

The nominated candidate will receive a packet containing an entry form to be completed and submitted with a recent headshot, up to seven pages of supporting information, a current resume and a letter of recommendation no more than two pages long. Please submit as one file.
- Email completed nomination form to Jennifer Tulipani (JMTulipani@sgh.com)
- There is no fee associated with this entry

DUE DATES

- Nominations due: Friday, March 16th, 2018
- Second Stage Submissions due: Friday, April 6th, 2018

JUDGING CRITERIA

A panel comprised of engaged and active SMPS Boston members will determine this year's recipient based on the candidate's contributions to the firm's marketing and business development success, using the following criteria:

- Been an integral part of the development of the firm's strategic marketing plan
- Contributed to the overall management of the firm's administrative support
- Developed or been an integral part of the firm's business development strategy
- Led a results-oriented marketing and communications strategy
- Developed effective marketing materials
- Been recognized by clients or in the profession for innovative marketing techniques
- Developed and implemented internal professional development program(s) related to marketing, business development, or client maintenance
- Contributed to the growth, visibility, and advancement of the marketing profession by fostering involvement in SMPS

AWARD

The recipient will receive: paid conference registration for the 2019 Build Business Conference, and a ticket to the 2019 SMPS Boston Awards Gala.

NOMINATION FORM

Marketing Professional of the Year

NOMINEE

Name: _____ Company: _____

Address: _____ City/State/Zip: _____

Phone: _____ Fax: _____ Email: _____

NOMINATOR

Name: _____ Company: _____

Address: _____ City/State/Zip: _____

Phone: _____ Fax: _____ Email: _____

I, the Nominator, informed the Nominee or Nominee's firm prior to this submission that he/she is being nominated for the 2017 SMPS Boston Marketing Professional of the Year.

Signature: _____ Date: _____

Late entries and those not following submission guidelines will not be considered.
There is no entry fee to nominate a Marketing Professional of the Year.

NOMINATION FORM

Marketing Professional of the Year

Briefly describe why you are nominating this member.

Briefly describe the nominee's SMPS Boston Chapter involvement.

Please provide any other relevant information.

INDIVIDUAL HONORS

New Member of the Year

Honors a new SMPS Boston Chapter Marketing Professional with less than two years of membership who demonstrates a high level of commitment and enthusiasm. Please contact Danielle Jackson for a list of eligible candidates.

ENTRY SUBMISSION

- Two part process
 - 1. Nomination:**

The nominator should submit the associated form for the candidate they wish to nominate.
 - 2. Second Stage Submission:**

The nominated candidate will receive a packet containing an entry form to be completed and submitted with a recent headshot, up to seven pages of supporting information, a current resume and a letter of recommendation **no more than two pages long.**
- Email completed nomination form to Jennifer Tulipani (JMTulipani@sgh.com)
- There is no fee associated with this entry

DUE DATES

- Nominations due: Friday, March 17th, 2017
- Second Stage Submissions due: Friday, April 7th, 2017

JUDGING CRITERIA

A panel comprised of engaged and active SMPS Boston members will determine this year's recipient based on the candidate's contributions, committee participation, and overall involvement in the SMPS Boston Chapter.

AWARD

The recipient will receive: paid conference registration for the 2019 Northeast Regional Conference and a ticket to the 2019 SMPS Boston Awards Gala.

NOMINATION FORM

New Member of the Year

NOMINEE

Name: _____ Company: _____

Address: _____ City/State/Zip: _____

Phone: _____ Fax: _____ Email: _____

NOMINATOR

Name: _____ Company: _____

Address: _____ City/State/Zip: _____

Phone: _____ Fax: _____ Email: _____

I, the Nominator, **DID NOT** inform the Nominee prior to this submission that he/she is being nominated for the 2017 SMPS Boston New Member of the Year.

Signature: _____ Date: _____

Late entries and those not following submission guidelines will not be considered.
There is no entry fee to nominate a New Member of the Year.

NOMINATION FORM

New Member of the Year

Briefly describe why you are nominating this member.

Briefly describe the nominee's SMPS Boston Chapter involvement.

Please provide any other relevant information.