

Marketing Communications Categories

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.

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. 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.

NEW CREATIVE VIRTUAL ADAPTATIONS: Going Virtual in 2020 - 2020 was undoubtedly a (dare I say it...) unprecedented year. Demonstrate the creative ways your firm adapted a project/initiative for the new, primarily virtual world we were thrown into.

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

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.

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.

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 e-mail 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.

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.

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.*

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/stills) from your video for their reference during deliberation.

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.

Submittal Requirements

ELIGIBILITY

- Any materials created after January 2020
- 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

CATEGORY REQUIREMENTS

Responses and requirements for each category include:

- Creative Brief that describes why your entry should win (350 word maximum)
- Marketing Objectives (200 word maximum)
- Audience (100 word maximum)
- Market Research and Marketing Plan (250 word maximum)
- Messaging (150 word maximum)
- Results (300 word maximum)

DUE DATE:

- To receive the early discount rate for submittals, submit by Friday, April 9th.
- Entries will be accepted until May 7th

SUBMITTAL FEES

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| • Member Early Discount Rate | \$200 first entry; \$125 per additional entry |
| • Non-Member Early Discount Rate | \$230 first entry; \$160 per additional entry |
| • Final Member Rate | \$250 first entry; \$155 per additional entry |
| • Final Non-Member Rate | \$275 first entry; \$190 per additional entry |

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
- Target Audience and Research/Planning - 10 Points
- Content Messaging - 15 Points
- Content-Deliverable - 20 Points
- Results - 20 Points

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

NOTIFICATION AND NEXT STEPS

Entrants will be notified in mid to late May if they have scored high enough to qualify as a finalist in a given category.

Any entrant can submit a digital PowerPoint slide to be included in the online voting for People's Choice Award. All slides must include entry title, entry category, and the submitting firm's name. Include a JPG file of presentation for use in awards presentation (if your firm has won an award).

ADDITIONAL CATEGORY AWARDS

All entries submitted to the preceding categories will be considered for the following honors, where applicable:

- Best In-House Design
Work designed by full-time, in-house employee(s) of the submitting firm.
- Best in Show-Small Firm
Work completed by small firm with less than 50 employees).
- Best in Show
Judges will select from the first place entries in all categories for the 2021 Best in Show Award.
- People's Choice
Digital presentations for each entry will be posted for online voting by registered attendees.

Additional Honors

EMPLOYER OF THE YEAR

Honors an AEC organization (company, non-profit, association, or government agency) for its dedication to creating a supportive and engaging company culture and improving the lives of its employees.

DUE DATES

- To receive the early discount rate for submittals, submit by Friday, April 9th.
- Entries will be accepted until May 7th

SUBMITTAL FEES

- Member Early Discount Rate \$175
- Non-Member Early Discount Rate \$210
- Final Member Rate \$215
- Final Non-Member Rate \$250

JUDGING CRITERIA AND SCORING

A select group from our panel of judges will determine this year's recipient based on the candidates' contributions to their company culture and support of their employees, with a focus on the following areas:

- Support of marketing, business development, and communications staff
- Commitment to inclusion and diversity in the workplace
- Initiatives/programs supporting the organization's culture and community, including in areas such as health and well-being, employee welfare, environmental
- Outreach efforts to support the local communities, such as volunteering or fundraising activities.

MARKETING PROFESSIONAL OF THE YEAR

Honors an AEC Marketing Professional with at least nine 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

- 1. Nomination:** The nominator should submit the associated form for the candidate they wish to nominate. The nominator will not be revealed to the nominee. Once this form has been submitted and approved, the nominee will receive notification and be asked to complete a different entry form.
- 2. Second Stage Submission:** The nominated candidate will receive notification and a link to the entry form. A file including a recent head shot, supporting information (seven page maximum), a current resume, and a letter of recommendation (two page maximum) should be uploaded as part of the online submission.

There is no fee associated with this entry

DUE DATES

- Nominations due: Friday, April 9th
- Nominee Applications due: Friday, May 7th

JUDGING CRITERIA

A select group from our panel of judges will determine this year's recipient based on the candidate's contributions to their firm's marketing and business development success, using the following criteria:

- Been an integral part of the development of the firm's strategic marketing and/or business development plan(s) and practices
- Elevated the firm's marketing efforts through innovative, successful marketing/BD strategies, campaigns, and/or initiatives
- Contributed to the growth, visibility, and advancement of the marketing profession by fostering involvement in SMPS, including co-workers, staff, and/or colleagues (mentoring)

AWARD

The winner of the Marketing Professional of the Year will receive entry to the 2022 Build Business Conference and the 2022 SMPS Boston Awards Gala.

NEW MEMBER OF THE YEAR

Honors a new SMPS Boston Chapter Marketing Professional who has been a member for two years or less and who demonstrates a high level of commitment and enthusiasm. Please contact [Britt-Anya Bursell](#) for a list of eligible candidates.

ENTRY SUBMISSION

- 1. Nomination:** The nominator should submit the associated form for the candidate they wish to nominate. The nominator will not be revealed to the nominee. Once the form has been submitted and approved, the nominee will receive notification and be asked to complete a different entry form.
- 2. Second Stage Submission:** The nominated candidate will receive notification and a link to the entry form. A file including a recent head shot, supporting information (seven page maximum), a current resume, and a letter of recommendation (two page maximum) should be uploaded as part of the online submission.

There is no fee associated with this entry

DUE DATES

- Nominations due: Friday, April 9th
- Nominee Applications due: Friday, May 7th

JUDGING CRITERIA

A select group from our panel of judges will determine this year's recipient based on the candidate's contributions, committee participation, and overall involvement in the SMPS Boston Chapter.

AWARD

The winner of the New Member of the Year will receive entry to the 2022 Northeast Regional Conference and the 2022 SMPS Boston Awards Gala.