

Submittal Requirements

This competition is open to SMPS members and nonmembers employed in the US and international professional services firms. There is no limit to the number of categories a firm can enter. Multiple entries receive a discount per entry off the regular entry fee. Awards will be presented to the winners at our **MCA Golden Gala** in April 2024.

Include the following in your entry package and submit all materials by February 13, 2024. Members can submit their materials by clicking here, and non-members can submit their materials here.

Entry Title: *Title of entry and firm name*

Category: *See list of categories on following page and choose a category to submit*

Completion Date of Project: *Projects completed between January 2021 and January 2024*

Submittal Package

1. **Creative Brief** (250 words or less)
   Please give a 250 word or less creative brief on your entry to convey to the judges why your entry should win.

2. **Marketing Objective** (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 the time frame
     - Budget information
     - Methodology for collecting and evaluating results

3. **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 a website 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)

4. **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.

5. **Messaging** (50 words or less)
   What is the intended message of this entry?

6. **Results** (100 words or less)
   Please answer the following questions based on the entry type:
   - What was the ROI, judges are seeking a response to your marketing objectives that were stated earlier, did you meet your goals?
   - 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/reach goals?
   - Did you gain new clients or leads as a result?

Categories

Submittal requirements vary depending on category. Please read each category's submission requirements carefully before entering. Entries submitted that do not follow the submission guidelines will be disqualified and will not be considered in the judging process.

Category	Description	Submittal Requirements
Advertising	An individual print or digital advertisement or ad campaign. Examples include banner/sign, magazine/newspaper ad, and outdoor ad.	A pdf of a printed ad, or a pdf containing each ad if a series. If entering a digital piece, include a URL to original ad.
Brand Awareness Campaign	A comprehensive, multi-tactic campaign that takes place over an extended period to promote brand awareness of your firm. The campaign must include a combination of tactics and media—print, digital, or multimedia—and implementation strategies.	A pdf of your marketing plan describing campaign focus and objectives. Submit any collateral and multimedia aspects of the program. If media relations were a part of the campaign, submit a copy of releases/media kits/features developed and a list of results. Include photographs of any materials (e.g., trade show display) and include a URL to view original digital format components.
Blog	Any marketing effort that utilizes online publications to provide a platform for thought leadership, collaboration, and user interaction.	For blogs, submit at least three consecutive postings for review.
Brochure	A print or digital publication describing your firm's general capabilities. A brochure has a limited shelf life, as a firm's capabilities, staff, and projects change over time.	A pdf of the printed brochure, or if entering a digital brochure, include a web link to view original digital format online.
Corporate Identity / Rebranding	Please specify type on entry form: New Identity: A consistent graphic image applied to your firm's print and/or digital collateral materials for the purposes of a new corporate identity treatment. Rebranding: A consistent graphic image applied to your firm's print and/or digital collateral materials for the purposes of rebranding your firm.	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, the corporate identity manual or graphics standards should be included as well as web links to view original digital components online.
Crisis Management & Communications	Provide details of how a one-time crisis or ongoing critical issue was managed. Examples: crisis management and/or communication plans, campaigns, virtual events, videos, and social media messaging. This category also includes any event or issue that has had (or may have) an extraordinary impact on your firm's way of business and culture.	The entry must be in digital format. Supporting pdf documents such as a communications plan may be included.
DEI Communications	Communication efforts, initiatives, or programs that promote diversity, equity, and inclusion. The target audience can be external or internal.	A pdf of the materials. If entering digital communications, include a URL to view the original digital format.
Direct Mail Campaign	Marketing materials designed to reach a specific target audience through a print or digital campaign. A direct-mail campaign may include form letters, pamphlets, postcards, emails, and announcements.	Include all the pieces in a series of mailings. If the campaign was conducted via email, include a URL to view the original digital component.
Holiday Piece	A digital, mixed media, or print piece produced for one-time use to promote a generally recognized holiday; examples include but are not limited to e-cards, websites, videos, greeting card, party invitation, client appreciation gift, etc.	For digital pieces: Include a URL to view the original digital components. For mixed media, include images of the original packaging if possible and include a URL to view the digital components. For print, include a pdf of the materials and images of the original packaging if possible.

Category	Description	Submittal Requirements
Internal Communications	Any print or digital communications vehicle intended for an employee audience, including but not limited to a recognition program, awards program, or communications associated with mergers, acquisitions, or new initiatives.	A pdf of the materials, or if entering digital communications, include a web link to view original digital format online.
Newsletter / Publication	Either an external, client-focused, or internal publication designed in newsletter or magazine format and produced via print or digital media.	A pdf of each of the last three issues of the publication. If entering a digital newsletter, include a URL to view the original digital format of the last three issues.
Project Pursuit Marketing	An item or series of items developed in support of winning a project. Materials may be print and/or digital and include qualification packages, proposals, presentations, interview tools, leave-behinds, or other pieces that contributed to the total effort.	A pdf of the materials. If submitting digital files, include a URL to view the original digital components. Note: You may omit information deemed proprietary. In the notes section of the entry form, please note where you have omitted proprietary information.
Promotional Campaign	A comprehensive, multi-tactic campaign that takes place over an extended period of time to promote a specific firm message, event, program, or project. The campaign must include a combination of tactics and media—print, digital, or multimedia—and implementation strategies.	A pdf of your promotional plan describing campaign focus and objectives. Submit a pdf of any collateral pieces and multimedia aspects of the program. If media relations were involved, submit a pdf of releases/media kits/features developed and results. Include a web link to view original digital format components online.
Recruitment & Retention Campaign	A program designed to recruit potential and retain current employees through print and/or electronic communications, such as ads, brochures, form letters, pamphlets, postcards, announcements, and email promotions.	A pdf of all the pieces in the communications program. For digital pieces, include a URL to view original digital components.
Social Media	Any marketing effort utilizing online social media to provide a platform for thought leadership, collaboration, and user interaction. Can be one platform or a combination.	Include a web link to view online.
Special Event	Print and/or digital pieces produced for one-time use to promote a special event including but not limited to an anniversary, office opening, dedication, or groundbreaking.	A pdf of the materials. Include images of the original packaging if possible and include a web link to view original digital components online.
Trade Show Marketing	Communication pieces and displays that were created to promote a firm's attendance at tradeshows or used during the show to attract booth traffic.	A PDF of produced materials. Include photographs of the booth or display at the event. You may include a URL to view any digital components that support the trade show entry.
Video / Podcast	Can be Client or Pursuit Specific, External or Internal	Submit web link to view online in original format.
Website	Can be either external website or internal/intranet site.	Include a website link and temporary access code if submitting an internal website that requires a passcode.

Fees

Member Submission - $150 for each entry
Non-Member Submission - $200 for each entry

DEADLINE TO ENTER: FEBRUARY 9, 2024

smps® Connecticut