

ENTRY WRITE-UP

Type up your entry using the Blank Entry Write-Up Template which is available on centralvaama.org. Please do not change the documents settings (11pt Calibri font, 1.15 line spacing, .75 margins). Submit your final write-up both as a digital file (PDF) on a CD or USB drive *and* as a hard copy.

Remember that this is a blind judging process. Please do not attempt to customize or brand your entry form. Always refer to your organization in the 3rd person.

DO NOT include images within your entry write-up document. DO include relevant URLs.

Section headers and content should be as follows:

Title

- Include the same entry title on the Write-Up as on the Cover Page form.

Objective

- Describe the objective(s) of the campaign or project.
- Describe the target audiences.
Who? How large of a base? Geographic location? Etc.
- Describe the message to be communicated (positioning).

Implementation

- Describe the timing and duration of the campaign.
Was it on-going? Seasonal? How long did it run? Etc.
- Describe how the target audiences were reached. Be specific—include any media/medium used.
Events, physical location, online, television? Etc.
- Describe the frequency of distribution.
How often were, e.g., radio spots played? How many print brochures were distributed? Etc.

Strategy

- Describe the “why” behind all of the implementation activities.
- Cross-Media entries should describe how the different mediums were integrated.

Results

Results should be described with quantitative measurements, e.g., increase in sales numbers, leads generated, inquiries received, client satisfaction scores, etc., as well as qualitative statements.

Remember, numbers are just numbers unless some comparison is made.

- Describe how and the degree to which the objectives were achieved or exceed.
- Describe how the message was received.
- Describe the effect on awareness.
Results of surveys and focus groups? Social media impact? Publicity?
- Describe how well the strategy was followed. If there were any changes during the course of the campaign/project, explain why.

ATTACHMENTS

In each category, the following samples are required for a complete and valid entry submission. Please put any non-print samples in a digital folder named "Attachments" and submit with your entry form on CD or USB drive. Mounted attachments will be used for display at the 2014 EMMAs Gala in May. No self-branding please.

Logo Identity

- Provide an image of the logo on an 8.5x11 piece of paper, mounted.
- Submit any other relevant images (JPGs) or physical print collateral that display the logo.

Print Collateral

- Provide all samples in physical form.

Digital Marketing

- Provide an image of an ad or assortment of ads on an 8.5x11 piece of paper, mounted.
- Submit images (JPGs) of all relevant ads. Also include screenshots (JPGs) of ad placement, if possible.

Website

URLs should be included in your entry write-up.

- Provide an image of the website homepage on an 8.5x11 piece of paper, mounted.
- Submit any other relevant screenshots (JPGs) of major pages or page templates.

Broadcast

Please submit all relevant digital files. Please only send URLs for downloading the digital files.

Please do not send URLs to files hosted on, e.g., Vimeo, YouTube, or even your site.

For video submissions:

- Provide a video screenshot on an 8.5x11 piece of paper, mounted.
- If you are submitting a television commercial, please submit a web optimized version.
- Provide all relevant scripts in one document (PDF and hard copy, please).

For radio submissions:

- Provide *one* script typed on an 8.5x11 piece of paper, mounted.
- Provide *all* relevant scripts in one document (PDF and hard copy, please).

Cross-Media Campaign

Please refer to the above attachment requirements for each category that applies.

Indicate which mounted sample you'd like to be displayed at the EMMAs Gala — you may elect to create an additional image that reflects the campaign as a whole.