

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 an 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.

Broadcast

Broadcast entries should respond to the following:

- **Objective/Challenge**, e.g., What was the purpose of the broadcast campaign? Goals?
- **Creative**, e.g., Describe the design, visuals, copy, sound, etc.
- **Methodology**, e.g.,
 - Who were the target audiences? How were they selected?
 - How was the campaign formulated to engage customers? Describe the creative.
 - How/why were specific media outlets chosen?
 - How did the broadcast campaign address the objective(s)?
- **Results**, e.g.,
 - What were the metrics for success?
 - Describe any anecdotal feedback or stats available.

Broadcast entries will be judged as follows:

50% Methodology

25% Creative

25% Results

Cross-Media

Cross-media entries should respond to the following:

- **Objective**, e.g., What was the purpose of the cross-media campaign? Goals?
- **Creative**, e.g., Describe the design, copy, etc.
- **Methodology**, e.g.,
 - Who were the target audiences? How were they selected? How did the campaign connect with them?
 - How/why were specific media outlets chosen?
 - How were the various medias integrated? How did the mediums complement one another in order to achieve results?
 - How did the cross-media campaign address the objective(s)?
- **Results**, e.g.,
 - What were the metrics for success?
 - Describe any anecdotal feedback or stats available.

Cross-media entries will be judged as follows:

40% Methodology

40% Creative

20% Results

Experiential Graphic Design

Experiential Graphic Design entries should respond to the following:

- **Objective**, e.g., What was the purpose of the cross-media campaign? Goals?
- **Creative**, e.g., Describe the design.
- **Methodology**, e.g.,
 - Who were the target audiences? How did the project connect with them?
 - How did the project incorporate the marketing messages to be communicated?
 - How did the design address the objective(s)?
- **Results**, e.g.,
 - What were the metrics for success?
 - Describe any anecdotal feedback or stats available.

Experiential Graphic Design entries will be judged as follows:

40% Methodology

35% Creative

25% Results

Logo Identity

Logo entries should respond to the following:

- **Objective**, e.g., Describe the brand. What message was the logo to convey about the brand? Was this a new logo? Why redesign?
- **Creative**, e.g., Describe the logo design.
- **Methodology**, e.g., How did the logo address the objective(s)?
- **Results**, e.g.,
 - What were the metrics for success?
 - Describe any anecdotal feedback or stats available.

Logo entries will be judged as follows:

50% Creative

40% Methodology

10% Results

Online Marketing

Online marketing entries should respond to the following:

- **Objective**, e.g., What was the purpose of the online marketing campaign? Goals?
- **Creative**, e.g., Describe the campaign, ex. copy, design, etc.
- **Methodology**, e.g.,
 - Who were the target audiences? How were they selected?
 - How was the campaign formulated to engage customers?
 - How/why were specific media outlets chosen?
 - Why was online marketing the best way to reach the audience?
 - How did the online marketing campaign address the objective(s)?
- **Results**, e.g.,
 - Describe engagement with online campaign. Include analytics.
 - Describe any anecdotal feedback available.
 - What were the metrics for success? Did the creative meet these metrics?

Online Marketing entries will be judged as follows:

40% Creative

30% Methodology

30% Results

Print Collateral

Print collateral entries should respond to the following:

- **Objective/Challenge** - What was the purpose of the print collateral/campaign? Goals?
- **Creative**, e.g., Describe the design.
- **Methodology**, e.g.,
 - Who were the target audiences? How were they selected?
 - How was the collateral/campaign formulated to engage customers?
 - How/why were specific media outlets chosen?
 - How were the various medias integrated? How did the mediums complement one another in order to achieve results?
 - How did the print collateral/campaign address the objective(s)?
- **Results**, e.g.,
 - Describe any anecdotal feedback or stats available.
 - What were the metrics for success? Did the creative meet these metrics?

Print collateral entries will be judged as follows:

50% Creative

20% Methodology

30% Results

Website

Website entries should respond to the following:

- **Objective**, e.g., What was the purpose of the website? Goals? Was this a website redesign? If so, why redesign?
- **Creative**, e.g., Describe the design and technology.
- **Methodology**, e.g.,
 - Who were the target audiences?
 - How was the website designed and programmed to engage customers?
 - How did the website address the objective(s)?
- **Results**, e.g.,
 - Describe relevant metrics and site statistics.
 - Describe any anecdotal feedback available.
 - What were the metrics for success? Did the creative meet these metrics?

Website entries will be judged as follows:

50% Creative

25% Methodology

25% Results