

# Central VA

## ABOUT THE AWARDS

The Excellence in Marketing Awards (EMMAs) are the American Marketing Association Central Virginia Chapter's annual signature competition and awards gala. The competition recognizes and celebrates the work of marketing professionals, including businesses, non-profits, advertising agencies, consultants, and freelancers in the Central Virginia region. The evaluation of submissions and the presentation of awards inspires the continued pursuit of marketing excellence.

## RULES FOR ENTRY

The EMMAs competition is open to all marketers in Central Virginia, including businesses, non-profits, advertising agencies, consultants, and freelancers. AMA's Central Virginia region includes the areas in and around Albermarle, Charlottesville, Waynesboro, Staunton, Harrisonburg, Lexington, Lynchburg, Roanoke, and Blacksburg. Clients and agencies must have a primary office in the Central VA region. All entries must be unique, first time campaigns.

*See page 2 for the 2017 entry instructions.*

## JUDGING PROCESS

The entries are judged by a distinguished panel of independent judges. The judges have had no direct or indirect involvement in the production of an entry, nor have they had a personal relationship with any member of an entry's production staff. Entries are blind judged against an evaluation rubric. Submissions are evaluated against the rubric criteria, not judged against each other. To that end, there may be one award, more than one award, or no award given in each category.

*See pages 3-6 for the judging rubrics.*

# 2017 ENTRY INSTRUCTIONS

## STEP 1: DOWNLOAD THE CURRENT YEAR'S MATERIALS FROM CENTRALVAAMA.ORG

Materials may include:

- Entry Cover Page Form (PDF)
- Applicant Payment Sheet (PDF)
- Entry Write-up Template (DOCX)

## STEP 2: COMPLETE A WRITE-UP FOR EACH SUBMISSION

Type up your entry using the blank Entry Write-up Template, which is available on [centralvaama.org](http://centralvaama.org). Please do not change the document's settings (11pt Calibri font, 1.15 line spacing, .75 margins). Limit entries to 1,000 words each (750 words for Marketer of the Year). **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. **See the judging rubrics on pages 3-6.**

## STEP 3: COMPLETE AN ENTRY COVER PAGE FOR EACH SUBMISSION

Fill out one entry cover form for *each* of your entries. Staple the cover page to the front of the applicable write-up.

## STEP 4: COMPLETE YOUR 2017 PAYMENT SHEET

Only one form per *applicant* is required.

AMA Members will be asked to pay \$50 for their first entry and \$30 for each additional entry. Non-Members will pay \$75 for their first entry and \$50 for each additional entry.

## STEP 5: PREPARE YOUR SAMPLES & PRESENTATION BOARD

Not only do our judges and gala attendees want to see physical samples, but we also need something to display at the awards gala. All submissions regardless of category must also include an 8.5"x11" mounted image that best represents your entry.

Please include files for any videos or radio commercials, as opposed to links to online platforms such as Vimeo, YouTube, or SoundCloud.

## STEP 5: SUBMIT YOUR ENTRIES BY OCTOBER 11

Package up your submission (cover page + write-up, payment form, samples, and presentation board) and drop it off at a designated location. **Visit [centralvaama.org](http://centralvaama.org) for location information.**

Drop-off entries must be received during working hours (M-F 9am to 5pm). Mailed entries must be received by the deadline.

## STEP 6: REGISTER FOR THE AWARDS GALA

## STEP 7: PAT YOURSELF ON THE BACK FOR A JOB WELL DONE!

# 2017 JUDGING RUBRIC BY ENTRY CATEGORY

## BROADCAST

*For campaigns in which the primary vehicle of distribution is traditional video and radio channels and/or online videos or podcasts.*

Broadcast entry write-ups should respond to the following:

- Objectives — What were the goals of the broadcast campaign?
- Creative — Provide context, reasoning, and background on the creative. Don't forget to include files of your work.
- Methodology
  - » Who were the target audiences? Why did you select them?
  - » How/why were specific media outlets chosen?
- Results
  - » Describe any anecdotal feedback or stats available.
  - » Did you meet your goals?

Broadcast entries will be judged as follows:

**30% Methodology | 50% Creative | 20% Results**

## EXPERIENTIAL GRAPHIC DESIGN

*For billboards, wayfinding signage, tradeshow booths, etc.*

Experiential Graphic Design entry write-ups should respond to the following:

- Objectives — What were the goals and metrics for success?
- Creative — Describe the design. Include examples or photos of your work.
- Methodology
  - » Who were the target audiences? Why did you select them?
  - » How/why was the experiential medium chosen?
- Results
  - » Describe any anecdotal feedback or stats available.
  - » Did you meet your goals?

Experiential Graphic Design entries will be judged as follows:

**30% Methodology | 50% Creative | 20% Results**

## INTEGRATED MARKETING

*For campaigns with 2+ mediums where you want all mediums to be judged, for example, an online video distributed through online ads and a social media campaign.*

Integrated Marketing entry write-ups should respond to the following:

- Objectives – What were the goals of the integrated campaign?
- Creative – Provide context, reasoning, and background on the creative. Include files, samples and/or screenshots of your work.
- Methodology
  - » Who were the target audiences? Why did you select them?
  - » How/why were specific media outlets chosen?
- Results
  - » Describe any anecdotal feedback or stats available.
  - » Did you meet your goals?

Integrated Marketing entries will be judged as follows:

**40% Methodology | 40% Creative | 20% Results**

## LOGO IDENTITY

Logo entry write-ups should respond to the following:

- Objectives
  - » Describe the brand. What message was the logo to convey about the brand?
  - » Was this a new logo? Why redesign?
- Creative – Include examples of your work., e.g., Describe the logo design.
- Methodology – How did the logo address the objective(s)?
- Results – Describe any anecdotal feedback or stats available.

Logo entries will be judged as follows:

**30% Methodology | 60% Creative | 10% Results**

## MARKETER OF THE YEAR

*For nominating marketers who have positively impacted their community.*

In your entry, describe:

- Community engagement, e.g., What is it about this person's commitment to community that stands out? In the last year, how have they contributed to making the community a better place?
- Results, e.g., How has this person benefited an organization, clients, their community?
- Any other reasons why you feel this person's 2017 work should be recognized as Marketer of the Year 2017.

Marketer of the Year entries will be judged as follows:

**50% Community engagement  
30% Creativity, innovation, and contribution to the field of marketing  
20% Leadership and teamwork**

## ONLINE MARKETING

*For digital-oriented campaigns including components such as e-mails, search + display, social media, online videos, etc.*

Online Marketing entry write-ups should respond to the following:

- Objectives – What were the goals of the online marketing campaign?
- Creative – Describe the campaign, ex. copy, design, etc. Include examples/screenshots.
- Methodology
  - » Who were the target audiences? How were they selected?
  - » How/why were specific media outlets chosen?
- Results
  - » Describe engagement with online campaign. Include analytics.
  - » Describe any anecdotal feedback available.
  - » Did you meet your goals?

Online Marketing entries will be judged as follows:

**30% Methodology | 30% Creative | 40% Results**

## PACKAGE DESIGN

*For consumer facing packaging, B-to-B design, or any packaging created for internal purposes.*

Package Design entry write-ups should respond to the following:

- Objectives
  - » What were the goals of the package design?
  - » What message was the package to convey about the product?
- Creative – Describe the design. Include examples or photos of your work.
- Methodology – How did the packaging address the objective(s)?
- Results
  - » Describe any anecdotal feedback or stats available.
  - » Did you meet your goals?

Package Design entries will be judged as follows:

**30% Methodology | 60% Creative | 10% Results**

## PRINT COLLATERAL

*For print-oriented campaigns, including direct mail, brochures, print advertisements, etc.*

Print collateral entries should respond to the following:

- Objectives — What were your goals?
- Creative — Describe the design. Include samples of your work.
- Methodology
  - » Who were the target audiences?
  - » How/why was print chosen as the medium?
- Results
  - » Describe any anecdotal feedback or stats available.
  - » Did you meet your goals?

Print collateral entries will be judged as follows:

**30% Methodology | 50% Creative | 20% Results**

## WEBSITE

Website entry write-ups should respond to the following:

- Objectives
  - » What were your goals?
  - » Was this a website redesign? If so, why redesign?
- Creative — Describe the design and functionality. Include screenshots.
- Methodology
  - » How was the website designed and programmed to engage the target audience?
  - » How did the website address the objective(s)?
- Results
  - » Describe relevant metrics and site statistics.
  - » Describe any anecdotal feedback available.
  - » Did you meet your goals?

Website entries will be judged as follows:

**30% Methodology | 40% Creative | 30% Results**