



Society for Marketing
Professional Services

Arizona

2017 Marketing Communications Awards



Submittal Categories

The SMPS Marketing Communications Awards competition recognizes excellence, creativity and results in marketing communications produced by professional Arizona services firms in the A/E/C industry. The program provides an opportunity for Arizona-based professionals to showcase their best marketing practices and to celebrate the critical role marketing professionals play in their firm's success.

Firm Nominations

1. Brochure (Print or Digital)

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.

Submittal Requirements:

- One copy of the clarification statement
- One printed copy of the brochure (whether printed or digital)
- A disk or jump drive containing a PDF of all materials including 8.5" x 11" executive summary

2. Corporate Identity

A consistent graphic image applied to your firm's print and/or digital collateral materials. May include logo and/or brand application such as letterhead, business cards, brochures, advertisements and note cards.

Submittal Requirements:

- One copy of the clarification statement
- Printed copies of identifying items
- A disk or jump drive containing a PDF of all materials including 8.5" x 11" executive summary
- The corporate identity manual or graphics standards

3. Holiday Piece (Print or Digital)

A print or digital piece produced for one-time use to promote a generally recognized holiday. Examples include, but are not limited to, a greeting card, party invitation, client appreciation gift, or calendar.

Submittal Requirements:

- One copy of the clarification statement
- One printed copy of the brochure (whether printed or digital)
- A disk or jump drive containing a PDF of all materials including 8.5" x 11" executive summary

4. Newsletter (Print or Digital)

An external, client-focused publication designed in a newsletter format and distributed either electronically or in printed format OR an internal, employee-focused publication designed in a newsletter format and distributed either electronically or in printed format.

Submittal Requirements:

- One copy of the clarification statement
- Printed copies of the last three issues of the newsletter (whether printed or digital)
- A disk or jump drive containing a PDF of all materials including 8.5" x 11" executive summary

5. Social Media Campaign

A campaign that utilizes online media tools to provide a platform for thought leadership, collaboration, and user interaction. Examples of social media include, but are not limited to, blogs, networking sites (e.g., LinkedIn, Facebook), content-sharing sites (e.g., Instagram, Pinterest, YouTube, Flickr), or news sites (e.g., Digg, Reddit).

Submittal Requirements:

- One copy of the clarification statement
- Printed screen shots of digital platform pages
- Printed copies of content (blog entry, photography, graphics/infographics, etc.)
- A disk or jump drive containing a PDF of all materials including 8.5" x 11" executive summary

6. Video

Filmed communications with or without audio, including commercials, podcasts, project videos, client testimonial, etc. downloadable for play on portable media players (e.g., iPods, MP3 players) or uploaded to a media platform (ex: YouTube, Vimeo, website, etc.).

Specify video type on entry form:

- Client-Focused or Client Specific Pursuit: A video created for the sole purpose of pursuing a specific client
- External: A video created for external communication
- Internal: A video created for internal communication

Submittal Requirements:

- One copy of the clarification statement
- Printed screen shot of video thumbnail image
- A disk or jump drive containing a MP4 or QuickTime video and 8.5" x 11" executive summary

7. Website

An external, public website that either promotes your firm or has been launched by your firm for a specific project OR an internal website or intranet that has been launched for the purposes your firm's internal communications.

Submittal Requirements:

- One copy of the clarification statement
- Printed screen shot of website home page
- A disk or jump drive containing a PDF of all materials including 8.5" x 11" executive summary

8. Special Event

The planning and implementation of a special event or activity (e.g. anniversary, ground breaking, golf tournament, or grand opening).

Submittal Requirements:

- One copy of the clarification statement
- Printed copies of identifying items (save the date, invitations, signage, etc.)
- Printed copies of 10-15 event photographs (Max 2 photos per page)
- A disk or jump drive containing a PDF of all materials, JPGs of all photos, and 8.5" x 11" executive summary

9. Project Pursuit

An item or series of items developed in support of winning one specific project. Materials may be print and/or digital and include qualification packages, proposals, PowerPoint presentations, leave-behinds, or other pieces that contributed to the total effort.

Submittal Requirements:

- One copy of the clarification statement
- Printed copies of identifying items
- A disk or jump drive containing a PDF of all materials including 8.5" x 11" executive summary

Note: You may omit information deemed proprietary. Please note where you have omitted proprietary information in the clarification statement.

Individual Nominations

10. Marketer of the Year

The nominated individual should have demonstrated innovative and creative marketing and/or business development strategies throughout 2016 and is a shining example of marketing/business development for the industry. It is encouraged that the individual be an active member of SMPS and that the submittal demonstrates the individual's contribution to the growth of the organization.

11. Technical Professional, Marketer of the Year

This individual is a trained technical professional responsible for developing new and existing project pursuits within the industry. He or she plays an active role in the marketing and business development of the firm while also focusing on the technical side of the industry. This individual is a positive advocate of marketing and business development.

12. Up and Comer

This individual has 1-5 years of marketing or business development experience in the industry, but has already made a positive impact within their firm and the industry as a whole. This individual is a shining example of marketing/business development for the industry and shows a promising future. It is encouraged that the individual be an active member of SMPS and that the submittal demonstrates the individual's contribution to the growth of the organization.