



# 2017 Marketing Communications Awards



## Submittal Instructions

### Each submittal must contain the following items in order.

1. Clarification Statement
2. Printed copies of award materials (see specific category requirements)
3. A disk or jump drive containing digital copies of all materials (see specific category requirements) including clarification statement, award materials, and entry description sheet (see below).
4. An 8.5" x 11" executive summary sheet (PDF) describing your entry with photos/graphics. Creative liberty is encouraged and can include any format or combination of words and graphics. This sheet should be submitted on the disk or jump drive and does not need to be included within the printed copy of your submittal. *The executive summary sheet from winning submittals will be displayed on the SMPS website after the awards. It will not be part of the judged criteria.*

#### Note:

Please test your digital files prior to submitting your entry to make sure they work properly.

### Clearly label the outside of the submittal package AND your disk/jump drive with the following information:

2017 SMPS Arizona MCA Submission  
[Name of Firm]  
[Name of person submitting award]  
[Submittal Category]

### The Entry Fee Payment and Entry Form must be completed on SMPS Arizona's website prior to the entry submission deadline.

Award entries can be packaged any way you choose (example: 3-ring binder, spiral bound book, envelope, box, etc.).

### You must complete a separate award entry for each category.

### Failure to comply with submittal requirements will result in disqualification.

Materials completed between January 2016 and December 2016 will be accepted for the 2017 competition.

Someone from the entering firm's Arizona office must have been involved in the strategy of the marketing project being submitted.

### All submittals are due by Friday, February 10 at 5 pm:

RITTOCH-POWELL & Associates  
Attention: Christina Sollie, Marketing Specialist  
5727 North 7th Street, Suite 120  
Phoenix, AZ 85014

# Clarification Statement Formatting Guidelines (Firm):

**Include in the upper right corner of each page:**

2017 SMPS Arizona MCA Submission

[Name of Firm]

[Submittal Category]

1. Must not exceed 3 pages
2. Minimum 10 point font size
3. 1.5 or double spaced lines
4. The contents and narrative of the clarification statement should follow the order and format outlined below (refer to the specific category description for any additional submittal requirements related to your entry).

## A. Marketing Objectives and Goals

1. Describe the market research conducted prior to planning your piece or program.
2. Clearly identify the strategic marketing objective(s)/ goal(s). What did your firm hope to achieve with the piece or program?
3. Identify the specific time frame and budget for this initiative.
4. Define the methodology used for collecting and evaluating results. How did you plan to measure your results against your marketing goals?
5. Clearly identify your target market/audience for this piece/ initiative (location, composition, and size).
6. What was your tactical plan, including specific actions?
7. Explain any strategic constraints.

## B. Content Messaging

1. What is the intended messaging of this entry?
2. Was there an associated call-to-action?

**Judges will review printed and/or digital content to ensure:**

- Entry clearly conveys the firm's marketing message to its intended audience.
- Project content adheres to the firm's established marketing objectives.
- Piece or program reflects the firm's strategic direction.
- Appropriately conservative or innovative approaches are taken to meet the overall marketing objectives.
- Writing is clear, free of grammatical and typographical errors, and targeted to the intended audience (in both the entry and the clarification statement).

## C. Content Deliverable

1. Explain the thought process used to make your piece or program stand out from other communications aimed at your target audience.
2. Explain the production and delivery method. How many pieces were sent via mail, hand delivered, etc.?
3. Explain the thought process behind the utilized platform and/or technology. How was content disseminated? How many pieces were sent via email?

**Judges will review printed and/or digital content to ensure:**

- Production and delivery methods show effective and innovative use of resources.
- Graphics exhibit unified and consistent use of composition, color, type, photographs, illustrations, or physical displays.
- Printing techniques support the marketing message through selection of papers, inks, finishes, folds, bindings, or similar substrates, canvas, billboards, engraving.
- Digital techniques result in a functional and imaginative transmission of the marketing message to recipients working on desktops, laptops, or various mobile devices.

## D. The Results

1. Which actions did the target audience take after receiving your materials? What was the response to your call-to-action?
2. What was your break-even goal for profit/loss? Did you achieve it? (ex: Did you meet your specific sales goals? Did you gain new clients as a result?)
3. Did the final cost meet the project budget to cover all expenditures, such as production, internal staff, and outside consultants.
4. Please include any outside testimonials or feedback you received.
5. Explain how the piece or program was successfully integrated into the firm's overall sales efforts.
6. Please note any lessons learned.
7. Explain how a measurable return on investment (ROI) was determined.

# Clarification Statement Formatting Guidelines (Individual):

***Include in the upper right corner of each page:***

2017 SMPS Arizona MCA Submission

[Name of Firm]

[Submittal Category]

1. Must not exceed 3 pages
2. Minimum 10 point font size
3. 1.5 or double spaced lines
4. The contents and narrative of the clarification statement should follow the order and format outlined below (refer to the specific category description for any additional submittal requirements related to your entry).

## **Please answer this question in your narrative.**

1. What makes this nominee a candidate for this award?  
Provide some highlights that support your response.

## **Exhibits/Samples**

You are allowed to submit up to 6 pages of supporting materials for the individual awards. These materials are up to your discretion. They can be samples of writing, work created, financial results, published articles, etc.

# Frequently Asked Questions

*Q: What happens if I don't follow the submittal requirements?*

Entries that fail to follow submittal requirements will be disqualified. Judges' decisions are final.

*Q: Do I really need to show results?*

Yes, results count toward your final score. Just as your firm expects you to show ROI for your marketing efforts, so do the judges. Please refer to the Submittal Requirements for tips on how to show measurable results.

*Q: The submittal requirements ask for budget and cost information to be included on the clarification statement. Do I have to include this?*

Yes; however, if you would like to keep it confidential, clearly note it on the clarification statement. Only the jury panel will be viewing this information and it is important for them to have this information when judging your entry.

*Q: What if my entry is too big to fit in a binder?*

Award entries can be packaged any way you choose (example: 3-ring binder, spiral bound book, envelope, box, etc.). Any materials that cannot be placed in a binder (e.g., clothing, hard hats, etc.) must be illustrated with a photograph. Inclusion of such materials in their actual form is elective, not mandatory.

*Q: Where do I send my entries?*

Send your entries to:  
RITTOCH-POWELL & Associates  
Attention: Christina Sollie, Marketing Specialist  
5727 North 7th Street, Suite 120  
Phoenix, AZ 85014

*Q: Will my materials be returned?*

No, materials will not be returned. All entries become the property of SMPS Arizona and may be utilized in future SMPS Arizona Awards promotions or displayed during SMPS Arizona and industry educational events as examples of best practices in marketing communications.

*Q: How are winners notified?*

Awards within each category will be announced at the SMPS Awards Gala on April 4.

*Q: How do I calculate ROI for a project or campaign?*

Total Revenue (WHAT WE BILLED) – Total Cost (WHAT WE SPENT) divided by Total Cost and reflected as a percentage

$$\text{ROI} = \frac{\text{Total Revenue} - \text{Total Cost}}{\text{Total Cost}} \times 100$$

Return on investment (ROI) is a measure of value of the marketing expenditure. In its most simple terms it measures the financial outcome (positive or negative) related to a marketing investment. An investment can be an event, targeted campaign, website or any other initiative. To calculate ROI, you need to know two factors: total investment cost and revenue. Investment can include registration fees, media buy, time, printing, consultant or contractor fees, etc. Revenue is the value of the awarded opportunity related to those activities.