



2018 MARKIE AWARDS



*The following categories may be divided into low / high budget divisions at the Judges' discretion...

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|-------------------------------------|---------------------------------------|---------------------------|
| 1. Marketing Campaign | 7. Sales Material or Best Pitch | 13. Website and/or Mobile |
| 2. Event or Fundraising Campaign | 8. Specialty or Promotional Item(s) | 14. Email Marketing |
| 3. Logos / Branding | 9. Out of Home | 15. Digital Advertisement |
| 4. Rackcard, Brochure, or ebrochure | 10. Commercial / TV Video: 30 or less | 16. Social Media |
| 5. Direct Mail | 11. Long Format Video: 31 or more | 17. Anything Goes |
| 6. Print Ad / Newsletter / Magazine | 12. Radio or Audio | |

The Professional Marketing Association honors the best examples of marketing by members in the previous year with its annual Markie Awards. The awards provide an opportunity for each member, and their organization, to be recognized publicly for their accomplishments.

*****Categories, Description and Submission Guidelines Attached.*****

Eligibility

The Markie Awards are open to any member of the Professional Marketing Association in good standing. Only marketing pieces developed for use and/or implemented between October 1, 2017 and September 20, 2018 are eligible. A piece may be older if results were not available last year. All submissions must be new and not entered into previous years' competitions.

Cost

There is no limit to the number of categories each paid PMA member can enter; however, you are only allowed two entries per category.

A nonrefundable payment of \$20 per entry or \$100 for an unlimited number of entries is required, per paid PMA member. Checks need to be made payable to "Professional Marketing Association".

Submissions

- Bring to October 16 PMA Meeting **OR**
- Deliver flash drive by 4:30 p.m., October 16 to Stacey Gish, Grise Hall Room 225.

Deadline

Entries must be received by 4:30 p.m., October 16, 2018.

Notification of Winners

Awards will be presented at the PMA Banquet/Markie Awards Presentation on November 12, 2018. Tickets to the event are the responsibility of the member or guest. All entries must be retrieved at the conclusion of the PMA Banquet/ Markie Awards Presentation.

Questions

If you have questions regarding the PMA Markie Awards, please contact:

Stacey Gish
270.745.5810
stacey.gish@wku.edu

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1. Marketing Campaign

A series of advertisement messages that share a single idea and theme which make up an integrated marketing communication. This campaign must use multiple channels, examples include: print, digital, social media or a mix of all or any forms of advertising.

2. Event or Fundraising Campaign

Most importantly, please provide your fundraising goal and results.

3. Logos / Branding

An icon, symbol, or trademark designed to represent a product, service, or organization.

4. Rackcard, Brochure or eBrochure

Links will also be accepted for ebrochures. Single or multiple panel piece that advertises, presents and/or describes the advantages, capabilities, worth, and/or reasons to buy a product or service or visit a location.

5. Direct Mail

Print materials sent through the mail to clients and potential clients. Includes postcards, announcements, invitations, personal letters, etc..

6. Print Advertisement / Newsletter / Magazine

Examples include: Newspaper, Magazine, Newsletter, or Trade Publication, etc..

7. Sales Material or Best Pitch

Examples include:

- *Pitch* – Media pitch, sales proposal or a marketing initiative pitched internally and/or externally within your organization.
- *Annual Report* – A statement/record of a company's or organization's annual performance or status.
- *Sales Kit or Product Information Sheet(s)* – An informational sales piece or package (folder, binder, envelope, box, etc.), designed to advance the sale of a product/service or location.

8. Specialty or Promotional Item(s)

Examples include: apparel, gift items, trinkets, packaging, etc..

9. Out of Home

An advertisement/promotion outside the business/home. Includes: billboards of any type (including mobile), posters, flyers, etc.

10. Commercial / TV Video – 30 seconds or less

Commercial video messages conveyed to the prospective/target consumer public that consume 30 seconds or less.

11. Long Format Video – 31 seconds or more

Includes all video advertisements that are longer than 31 seconds.

12. Radio or Audio

Any audio-only communication. Examples include: radio advertisements, in-store announcements, podcasts, and voice work.

13. Website and/or Mobile

Provide at least 1 example of results (i.e. conversion rate, analytics, etc.). Commercial sites B2B or B2C, governments sites, social sites, apps, and micro sites will be accepted.

14. Email Marketing

Examples Include: eNewsletters and email marketing

15. Digital Advertisement

Digital promotional advertisements to consumers. Examples include: promotional information shared through search engines including google ads, pop-ups, banner ads, digital displays/kiosk, etc..

16. Social Media

Most creative execution of brand advertising, marketing and/or promotion on single or multiple social media platforms. Please provide a Screen Shot of Google Analytics.

17. Anything Goes

Have you done something cool that doesn't really fall under any of these categories? Submit it under the Anything Goes category! For example: Vehicle Wraps.

SUBMISSION GUIDELINES

- *Accepted File Types:* .png, .jpg, .pdf, .mp3, .mp4, and .mov
- *CDs* – Entries on CDs are **NOT** allowed.
- *File Names* – please ensure that your file name matches the Project Name, as listed on the Markie Entry Form.
- *Flashdrives* – Flashdrives are highly encouraged for entries. One flashdrive with all entries placed in separate folders, named according to the Project Name, will be accepted.
- *Links* – Direct links to websites or apps are allowed. Long links must be submitted via a document on a flash drive. Judges will not type a link with more than 20 characters.
- *QR codes* – QR codes are **NOT** permitted.