



# 2019 MARKIE AWARDS



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

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|--|--|---|
| 1. Marketing or PR Campaign                          | 6. Sales Material, Pitch or Sponsorship Packet | 12. Anything Goes: Email Marketing, Vehicle Wraps, Radio Ad, Audio, Website, Mobile App |
| 2. Event or Fundraising Campaign                     | 7. Specialty or Promotional Item(s)            |   |
| 3. Logos / Branding                                  | 8. Out of Home, Digital or Print Ad            |   |
| 4. Rackcard, Brochure, eBrochure or Direct Mail      | 9. Commercial / Video :30 or less              |   |
| 5. Newsletter, Magazine, Booklet or Email Newsletter | 10. Long Format Video: 31 or more              |   |
|  | 11. Social Media                               |   |

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, 2018 and September 1, 2019 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. Submissions must be actual executed marketing projects, not concepts.

## 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

All submissions must be digital.

- Bring to September 17, 2019 PMA Meeting **OR**
- Upload files to Dropbox or Google Drive and send link to [katie@corvettemuseum.org](mailto:katie@corvettemuseum.org) by September 17 **OR**
- Deliver flash drive by 4:30 p.m., September 17 to Katie Ellison, National Corvette Museum.

## Deadline

Entries must be received by 4:30 p.m., September 17, 2019.

## Notification of Winners

Awards will be presented at the PMA Banquet/Markie Awards Presentation on Tuesday, November 19, 2019. Tickets to the event are the responsibility of the member or guest.

## Questions

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

Katie Ellison - [katie@corvettemuseum.org](mailto:katie@corvettemuseum.org) or 270-467-8846

## **1. Marketing or PR Campaign**

A series of marketing 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. For PR, the campaign must show a mix of media and community / audience outreach, publicity and engagement received.

## **2. Event or Fundraising Campaign**

Include marketing and publicity for the event, your fundraising goal (if applicable) and results of the event.

## **3. Logos / Branding**

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

## **4. Rackcard, Brochure, eBrochure or Direct Mail**

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

## **5. Newsletter, Magazine, Booklet, Email Newsletters**

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

## **6. Sales Material, Pitch or Sponsorship Packet**

Examples include:

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

## **7. Specialty or Promotional Item(s)**

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

## **8. Out of Home, Digital Ad or Print Ad**

An advertisement/promotion including billboards of any type (including mobile), vehicle wraps, posters, flyers, print ads. Digital ads include Google ads, pop-ups, banner ads, digital displays/kiosk, etc.

## **9. Commercial / Video – 30 seconds or less**

Commercial video messages conveyed to the prospective consumer 30 seconds or less.

## **10. Long Format Video – 31 seconds or more**

Includes all video advertisements or marketing pieces that are longer than 31 seconds.

## **11. 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.

## **12. Radio or Audio**

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

### 13. 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: email marketing, radio ads, in-store announcements, podcasts, voice work, websites, mobile apps.

#### **SUBMISSION GUIDELINES**

- **Accepted File Types:** .png, .jpg, .pdf, .mp3, .mp4, and .mov
- **File Names** – please ensure that your file name matches the Project Name, as listed on the Markie Entry Form. (i.e. 7\_Houchens.pdf; 10\_VidMonster.mov; 2\_MedCenter.jpg)
- **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. CDs are NOT ALLOWED.
- **Links** – Direct links to websites or apps are allowed. Long links must be converted to a smaller length using bit.ly. Judges will not type a link with more than 20 characters.
- **For Dropbox, Google Docs or other file transfer**, please email to [katie@corvettemuseum.org](mailto:katie@corvettemuseum.org).