



AMERICAN MARKETING
ASSOCIATION



The Mint Gaming Hall 2022 Markies Awards Presented by Sublime Media Group

The American Marketing Association of Bowling Green 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, Submission Guidelines, Entry Forms Attached.****

In addition to the categories above, the Markies judges will be awarding two additional independent awards related to the creative marketing of all submissions and general marketing space. These awards will be “Best of Show” and “Most Innovative” awards, entrants need to be aware that their entries are automatically in the running for these two one-of-a-kind awards.

Marketer Of The Year - The 2022 Marketer of the Year nominations are being accepted Sept. 6th - Oct. 18th, 2022—all nominations for this category are FREE OF CHARGE and must be submitted via the Marketer of the Year nomination form at the end of this description. Please either hand deliver to Telia Butler at the AMA meeting in person or submit electronically via email to pma.bowlinggreen@gmail.com with the rest of the Markies entries. You may nominate yourself or send the form to someone!

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, 2021 and September 1, 2022, 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 actually executed marketing projects, not concepts.

Cost - There is no limit to the number of categories each paid AMA 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 AMA member. Marketer of the Year submissions are of no cost.

Submissions - All submissions must be digital.

- Bring to September 20, 2022, AMA Meeting **OR**
- Upload files to Google Drive or Dropbox to pma.bowlinggreen@gmail.com by September 20, 2022 **OR**
- Deliver flash drive by 4:30 p.m., September 20th, 2022 to Telia Butler in Bowling Green.

Deadline - Entries must be received by 4:30 p.m., Sept. 20th, 2022.

Notification of Winners - Awards will be presented at the AMA Banquet/Markie Awards Presentation on Tuesday, November 15, 2022, at 4 p.m. Tickets to the event are the responsibility of the member or guest.

Questions? Please contact: pma.bowlinggreen@gmail.com



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

Descriptions and further details for each category are included on the next page.

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

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)
- **Digital Submission** – Google Drive Folder sharing is preferred or you may share via Dropbox. All digital submissions must be shared with pma.bowlinggreen@gmail.com
- **Flashdrives** – Flashdrives are encouraged for entries if you cannot send via Dropbox or Google Drive. One flash drive 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.
- **Deadline** - All submissions must be submitted by 4:30 p.m. on September 20th, 2022

2022 Markie Awards Category Descriptions

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. Rack card, Brochure, e-Brochure, or Direct Mail

Links will also be accepted for e-brochures. 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. Specialty or Promotional Item(s)

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

7. 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/kiosks, etc.

8. Commercial / Video – 30 seconds or less

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

9. Long Format Video – 31 seconds or more

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

10. 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.

11. Radio or Audio

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

OPTIONAL ADDITIONAL SUBMISSION

2022 Marketer of the Year—see separate nomination form at the end of this list for details



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Entry Form

Please use one form per category

Additional documents may be attached if needed

Please indicate if this entry is a single or part of an unlimited set

Entry Fee: \$20 per entry []

\$100 for unlimited []

Organization: _____

Contact Person: _____

Email: _____

Category Number Entered: _____ Category Title: _____

Project Title: _____

Website URL or App Store title, if applicable: _____

Budget for this specific entry: _____

What should be printed on the award, should this entry win? _____

The objective for this project:

Target Audience:

Results:



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2022 Marketer of the Year Nomination Form Honoring & Awarding Excellence in Marketing

You have been nominated for AMA’s Marketer of the Year. Please share a little about yourself.

Name _____ Years in AMA _____

Business/Organization _____

Title _____

Phone _____ E-mail _____

Address _____

What organizations are you a member of and/or how are you involved?

What are your marketing responsibilities and accomplishments?

Have you received any other awards or recognition that relate to marketing?

1. Please attach a current resume.
2. Describe how you use these four P’s of marketing (Product, Price, Place, Promotion).
3. For the Marketer of the Year award, there is a 5th P...which is **AMA**. Describe your involvement in the American Marketing Association of Bowling Green.

*The deadline for submission is Tuesday, September 20th, 2022. Please email to pma.bowlinggreen@gmail.com
The winner will be announced at the Markies Awards Ceremony on
November 15, 2022, at 4 p.m. at Mariah’s 2nd Level Banquet Hall.*