



AMERICAN MARKETING
ASSOCIATION



SUBLIME
MEDIA GROUP

The Mint Gaming Hall 2023 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 | New Member of the Year | 2023 Community Servant - The 2023 Marketer of the Year, New Member of the Year, and Community Servant nominations are being accepted Sept. 8th - Oct. 13th, 2023—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 Mariah Hughes at the AMA meeting in person or submit electronically via email to amabowlinggreen@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 American Marketing Association in good standing. Only marketing pieces developed for use and/or implemented between October 1, 2022 and September 1, 2023, 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 26 AMA Meeting **OR**
- Upload files to Google Drive or Dropbox to amabowlinggreen@gmail.com by September 26, 2023 **OR**
- Deliver flash drive by 4:30PM on September 26th, 2023 to Mariah Hughes at the National Corvette Museum

Deadline - Entries must be received by 4:30PM., Sept. 26th, 2023.

Notification of Winners - Awards will be presented at the Markie Awards at The Mint Gaming Hall on Tuesday, November 28, 2023, beginning at 4PM. Tickets to the event are the responsibility of the member or guest.

Questions? Please contact: amabowlinggreen@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 Ad | 11. Anything Goes: Vehicle
Wrap, Radio Ad, Audio, |
| 4. Rackcard, Brochure,
eBrochure or Direct Mail | 8. Commercial / Video :30 or less | Website, 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 amabowlinggreen@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 4:30PM on September 26th, 2023

2023 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. Anything Goes

Vehicle Wrap, Radio Ad, Audio, Website, Mobile App, etc.



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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: