

25

YEARS

*Anniversary*  
MARKIE AWARDS

# Introducing Divisions

Some Markie Awards will now be broken out by divisions. Division submissions will be accepted on the honor system.

## Division 1

### Big Teams or Budgets

Think: WKU, Houchens, The Medical Center or Professional Agencies like ZebraGraphics, Gerald Printing, Liberty Printing, Crowdsouth and Imagewest.

## Division A

### Smaller Teams or Budgets

Think: Barbra Stewart Interior, Hospice, Holiday Inn, Citizen's First Bank, Lost River Cave.

# Marketing Campaign – Big Budget

More than \$2000

Division 1

Gold & Silver

Division A

Gold & Silver

# Marketing Campaign – Small Budget Less than \$2000

Division 1

Gold & Silver

Division A

Gold & Silver

# Event or Fundraising Campaign

Division 1

Gold & Silver

Division A

Gold & Silver

# Logo or Branding

Gold & Silver

# Rackcard, Brochure or ebrochure

Gold & Silver

# Direct Mail or Newsletter

Gold & Silver



# Print Ad

Gold & Silver

# Sales Promotional or Best Pitch

Gold & Silver

# Specialty Item or Items

Gold & Silver

# Out of Home

Gold & Silver

# TV Video :30 or Less

Gold & Silver

# Long Format Video :31 or more

Gold & Silver

# Radio

Gold & Silver

# Social Media – Low to No Budget

Division 1

Gold & Silver

Division A

Gold & Silver



# Social Media – Bigger Budget

Gold & Silver

# Website or Mobile

Gold & Silver

# Email Marketing

Gold & Silver

# Digital Ad

Gold & Silver

# Anything Goes

Division 1

Gold & Silver

Division A

Gold & Silver

# Cost

1 Entry = \$12

Unlimited Entries = \$100

Each member may submit up to 2 items per category for the above cost.



# How are Markies Judged?

Example: If there is no copywriting in the piece, the categories is judged by percentages.



Creativity  
5 Points



Innovation  
5 Points



Design  
5 Points

E

Copywriting  
5 Points



Impact  
5 Points



Use of Medium  
5 Points



Memorability  
5 Points

# Drop Off Locations

John at  
ZebraGraphics

Jennifer at  
Liberty Printing

Kara at WKU  
Imagewest



# HOT TIPS



## Straight Forward Objectives on Form

- Must include! The judges need context
- Use bullet points
- Keep it short



## Include Results

- If you don't list any results, your over all impact score could go down.



## Submit ALL of Your Favorites

- Statistically, the more you enter the more likely you are to win.
- You never know what piece may speak to a judge.



## Include Lots of Examples

- For example, if you are entering a logo, show it in action.
- Add photos from an event.
- Include multiple uses for an advertisement.

**See you at the Markies!**