



2017 MARKIE AWARDS

Deadline: by October 17, 2017

Categories

- Marketing Campaign: \$0 - \$2,000
Division A & Division 1
- Marketing Campaign: \$2000+
Division A & Division 1
- Event or Fundraising Campaign
Division A & Division 1
- Logos/Branding
- Rackcard, Brochure or ebrochure
- Direct Mail/ Newsletter
- Print Advertisement
- Sales Material or Best Pitch
- Specialty or Promotional Item(s)
- Out of Home
- Commercial/TV Video :30 or less
- Long Format Video :31 or more
- Radio or Audio
- Website and/or Mobile
- Email Marketing
- Digital Advertisement
- Social Media: No - Low Budget
Division A & Division 1
- Social Media: Large Budget
- In House
- Anything Goes
Division A & Division 1

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.

Division A & Division 1

Division A is for large companies or teams. Division 1 is for small companies or teams. Please use the honor system in submitting to divisions.

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, 2016 and September 20, 2017 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 non-refundable payment of \$12 per entry or \$100 for an unlimited number of entries is required, per paid PMA member. Checks payable to "Professional Marketing Association".

Submissions

Send or deliver submissions to on of the following:

John Thompsin at ZebraGraphics: 432 E Main Ave, Bowling Green, KY 42101

Jennifer Oaks at Liberty Printing: 3021 Nashville Rd, Bowling Green, KY 42101

Kara Williams Glenn at Imagewest: WKU, Jody Richards - Mass Media and Technology Hall rm.325
OR, bring them to the October PMA meeting.

Notification of winners

Awards will be presented at the PMA Banquet/Markie Awards Presentation on November 21, 2017. 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 Kara Williams Glenn by calling (270) 745-8750 or email kara.williamsglenn@wku.edu

SUBMISSION GUIDELINES

1. Marketing Campaign: \$0 - \$2000

A series of advertisement messages that share a single idea and theme which make up an integrated marketing communication, with a budget of \$2000 or less. This campaign can use exclusively print, digital, social media or a mix of all or any forms of advertising.

2. Marketing Campaign: \$2000+

A series of advertisement messages that share a single idea and theme which make up an integrated marketing communication, with a budget more than \$2000. This campaign can use exclusively print, digital, social media or a mix of all or any forms of advertising.

3. Event or Fundraising Campaign

Most importantly, please provide your fundraising goal and results.

4. / Branding

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

5. 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.

6. Direct Mail/ Newsletter

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

7. Print Advertisement

Examples Include: Newspaper, Magazine or Trade Publication, Posters, Flyers, etc

8. 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.

9. Specialty or Promotional Item(s)

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

10. Out of Home

An advertisement/promotion outside the business/home. Includes: billboards of any type, vehicle wraps, moving ad, political campaign, mascots, guerrilla marketing, word of mouth, professional networking strategy.

11. Commercial/TV Video :30 or less

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

12. Long format Video :31 or more

Includes all video advertisements that are longer than :31.

13. Radio or Audio

Any audio-only communication.

Examples include: radio advertisements, in-store announcements, podcasts, voice work

14. Website and/or Mobile

Provide at least 1 example of results (i.e. conversion rate, analytics, etc.)

Commercial sites B2B or B2C, government sites, social sites and micro sites will be accepted.

15. Email Marketing

Examples Include: e-newsletters and email marketing

16. 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.

17. Social Media: No Budget - Low

Most creative execution of brand advertising, marketing and/or promotion on single or multiple social media platforms, having a no-cost budget (including price of promotion and creation of media for social media posts or campaign).

18. Social Media: Small Budget

Most creative execution of brand advertising, marketing and/or promotion on single or multiple social media platforms, having a budget of \$1-100 (including price of promotion and creation of media for social media posts or campaign).

19. Social Media: Large Budget

Most creative execution of brand advertising, marketing and/or promotion on single or multiple social media platforms, having a budget of \$100+ (including price of promotion and creation of media for social media posts or campaign).

20. In-House

Work created without the assistance of outside agencies, with the exception of printing services.21.

21. Anything Goes

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

SUBMISSION GUIDELINES

Accepted File Types

.png, .jpg, .pdf, .mp3, .mp4, and .mov files will be accepted. Entries on CDs are not allowed

File Naming

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 are not permitted.



MARKIE ENTRY FORM

\$12 (single entry)

\$100 (unlimited entries)

Use one entry form per category. Attach additional descriptive pages if necessary.

***Organization/Company**

***Contact Person**

***Email**

***Address**

***City**

***Zip**

***Phone**

(Select One)

Website URL or App Store and app title, if entered

***Category Entered**

***Budget for this Entry**

**What would you like printed on the trophy,
should you win?**

Business, Organization, or Person's Name

***Project Name**

Division if applicable

***Marketing Objective**

***Target Audience**

Results *(if applicable)*