



## 2016 MARKIE AWARDS INFO, CATEGORIES & SUBMISSION GUIDELINES

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)*

- |   |                                      |                                |
|---|--------------------------------------|--------------------------------|
| 1. Marketing Campaign: \$0 - \$2,000        | 9. Print Advertisement               | 18. Email Marketing            |
| 2. Marketing Campaign: \$2000+              | 10. Sales Material or Best Pitch     | 19. Digital Advertisement      |
| 3. Event or Fundraising Campaign: Small     | 11. Specialty or Promotional Item(s) | 20. Social Media: No Budget    |
| 4. Event or Fundraising Campaign:<br>Medium | 12. Out of Home                      | 21. Social Media: Small Budget |
| 5. Event or Fundraising Campaign: Large     | 13. Commercial/TV Video :30 or less  | 22. Social Media: Large Budget |
| 6. Logos/Branding                           | 14. Long Format Video :31 or more    | 23. In House                   |
| 7. Rackcard, Brochure or ebrochure          | 15. Radio or Audio                   | 24. Anything Goes              |
| 8. Direct Mail/ Newsletter                  | 16. Website                          |                                |
|   | 17. Mobile                           |                                |

### **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, 2015 and September 20, 2016 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 need to be made payable to "Professional Marketing Association".

**Send or deliver submissions to Shannon Oleyar** (shannon.oleyar@eyeconic.tv - 937-489-0558)

Eyeconic.TV

(Located inside WKU Center for Research & Development)

2413 Nashville Road

Bowling Green, KY 42101

*or bring them to the October PMA meeting.*

### **Deadline**

Entries must be received by October 18, 2016.

### **Notification of winners**

Awards will be presented at the PMA Banquet/Markie Awards Presentation on November 15, 2016. 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 Stacey Gish by calling (270) 745-5810 or email [stacey.gish@wku.edu](mailto:stacey.gish@wku.edu)

# CATEGORIES & SUBMISSION GUIDELINES

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

*Submission Guidelines: 1 printed or digital copy/s of a representative sampling of materials used during the campaign.*

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+

*Submission Guidelines: 1 printed or digital copy/s of a representative sampling of materials used during the campaign.*

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: Small

*Submission Guidelines: 1 printed or digital copy/s of a representative sampling of materials used during the campaign.*

*Most importantly, please provide your fundraising goal and results.*

Event or fundraising campaign, for- or non-profit, that had a goal of \$0-\$1,000. May involve more than one medium such as a mixture of print or digital advertising, direct mail, email marketing, social media, specialty items, audio visuals, etc.

## 4. Event or Fundraising Campaign: Medium

*Submission Guidelines: 1 printed or digital copy/s of a representative sampling of materials used during the campaign.*

*Most importantly, please provide your fundraising goal and results.*

Event or fundraising campaign, for- or non-profit, that had a goal of \$1,000-\$5000. May involve more than one medium such as a mixture of print or digital advertising, direct mail, email marketing, social media, specialty items, audio visuals, etc.

## 5. Event or Fundraising Campaign: Large

*Submission Guidelines: 1 printed or digital copy/s of a representative sampling of materials used during the campaign.*

*Most importantly, please provide your fundraising goal and results.*

Event or fundraising campaign, for- or non-profit, that had a goal of \$5,000+. May involve more than one medium such as a mixture of print or digital advertising, direct mail, email marketing, social media, specialty items, audio visuals, etc.

## 6. Logos/ Branding

*Submission Guidelines: 1 printed copy of the logo or a quality digital image of the entry in pdf, jpg, or png on a flash drive.*

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

## 7. Rackcard, Brochure or ebrochure

*Submission Guidelines: 1 printed copy of the materials or a quality digital image in pdf, jpg, or png on a flash drive.*

*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.

## 8. Direct Mail/ Newsletter

*Submission Guidelines: 1 printed copy of the materials or a quality digital image in pdf, jpg, or png on a flash drive.*

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

## 9. Print Advertisement

*Submission Guidelines: 1 printed copy of the materials or a quality digital image in pdf, jpg, or png on a flash drive.*

**Examples Include: Newspaper, Magazine or Trade Publication, Posters, flyers, etc**

## 10. Sales Material or Best Pitch

*Submission Guidelines: 1 printed copy of the materials or a quality digital image in pdf, jpg, or png on a flash drive.*

### 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.

## 11. Specialty or Promotional Item(s)

*Submission Guidelines: 1 printed copy of the item(s) or a quality digital image in pdf, jpg, or png on a flash drive.*

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

## 12. Out of Home

*Submission Guidelines: 1 printed copy of the materials or a quality digital image in pdf, jpg, or png on a flash drive.*

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.

## 13. Commercial/TV Video :30 or less

*Submission Guidelines: Flashdrive including the video, in mp4 or mov format.*

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

## 14. Long format Video :31 or more

*Submission Guidelines: Flashdrive including the video, in mp4 or mov format.*

Includes all video advertisements that are longer than :31.

## 15. Radio or Audio

*Submission Guidelines: Flashdrive including Mp3 files of the entry.*

Any audio-only communication.

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

## 16. Website

*Submission Guidelines: Flashdrive with Document including URL address. 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.

## 17. Mobile

*Submission Guidelines: Flashdrive with Document including URL address **or** App Store title **or** screen capture/ digital copy. Provide at least 1 example of results (i.e. conversion rate, analytics, etc.)*

Mobile website, app, or online publication accessed on any mobile device, including a smartphone, tablet or Ereader.

## 18. Email Marketing

*Submission Guidelines: 1 printed copy of the materials or a quality digital image in pdf, jpg, or png on a flash drive.*

Examples Include: e-newsletters and email marketing

## 19. Digital Advertisement

*Submission Guidelines: 1 printed copy of the materials or a quality digital image in pdf, jpg, or png on a flash drive.*

Digital promotional advertisements to consumers.

Examples Include: promotional information shared through search engines including google ads, pop-ups, banner ads, digital displays/kiosk, etc.

## **20. Social Media: No Budget**

*Submission Guidelines: 1 printed copy of the materials or a quality digital image in pdf, jpg, or png on a flash drive.*

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).

## **21. Social Media: Small Budget**

*Submission Guidelines: 1 printed copy of the materials or a quality digital image in pdf, jpg, or png on a flash drive.*

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).

## **22. Social Media: Large Budget**

*Submission Guidelines: 1 printed copy of the materials or a quality digital image in pdf, jpg, or png on a flash drive.*

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).

## **23. In-House**

*Submission Guidelines: 1 printed copy of the materials or a quality digital image in pdf, jpg, or png on a flash drive.*

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

## **24. Anything Goes**

*Submission Guidelines: 1 printed copy of the materials or a quality digital image in pdf, jpg, or png on a flash drive.*

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, however links to videos on YouTube, Vimeo, etc. and QR codes are not permitted.

## **Submission Procedures**

When submitting your entry or entries, please place the entry materials or flashdrive in a single sealed manilla envelope, with the entry form(s) taped or stapled on the front of the envelope. A single envelope with one flashdrive containing all entries for one member will be accepted, with separate entry forms for each entry stapled to the front of the envelope.



**ENTRY FEE**

*Please complete and return by October 18, 2016.*

\_\_\_ \$12 (single entry)

\_\_\_ \$100 (unlimited entries)

# MARKIE ENTRY FORM

*Please complete and return by October 18, 2016.*

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

\_\_\_\_\_  
**\*Organization/Company**

\_\_\_\_\_  
**\*Contact Person**

\_\_\_\_\_  
**\*Email**

\_\_\_\_\_  
**\*Address**

\_\_\_\_\_  
**\*City**

\_\_\_\_\_  
**\*Zip**

\_\_\_\_\_  
**\*Phone**

\_\_\_\_\_  
**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**

\_\_\_\_\_  
**\*Marketing Objective**

\_\_\_\_\_  
**\*Target Audience**

\_\_\_\_\_  
**Results** *(if applicable)*



# MARKETER OF THE YEAR

## HONORING AND AWARDING EXCELLENCE IN MARKETING

Do you know a fellow PMA member who has excelled in their marketing career? Someone who has achieved great marketing accomplishments in the past year? If so, nominate that person for the Marketer of the Year!

This is PMA's highest annual honor and will be announced at the annual Markie Awards banquet in November. Email your nomination and a brief explanation of why they deserve the honor to the Markie Committee at [pmabgky@gmail.com](mailto:pmabgky@gmail.com) by the deadline.

We will contact the nominees and ask them to submit an application package. A committee of PMA Past Presidents and past PMA Marketers of the Year will select the winner. Think about your peers in the marketing profession and nominate someone for this prestigious award.

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**Person to be Nominated**

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**Nominee's Business**

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**Nominee's Current Title**

**Brief explanation of why they deserve the honor:**