



Entry Categories

Advertising

An individual advertisement or ad campaign, any size, color or black and white, placed in business, trade, or general-interest publications (print or electronic).

Annual Report

A printed publication containing a company's annual highlights and financial results.

Book/Monograph

A complete publication that addresses an issue of relevance to the built industry or features the work of a firm. The publication must be professionally produced for mass distribution.

Brochure

A printed or electronic publication describing your firm's general capabilities.

Corporate Identity

A consistent graphic image applied to your firm's print and collateral materials.

Direct-Mail Campaign

Marketing materials designed to reach a specific target audience through a print or electronic campaign, to elicit a response. A direct-mail campaign may include form letters, pamphlets, postcards, and announcements.

Feature Writing

An article or white paper published in print or electronically, written by a member of the firm, to meet a public relations objective.

Holiday Piece

A piece such as a card, party invitation, client appreciation gift, calendar, etc. produced for one-time use during a specific holiday. May be print or electronic.

Internal Communications

Any print or electronic communication vehicle intended for an employee audience, including but not limited to a recognition program, awards program, intranets, or communications associated with mergers, acquisitions, or new business-line initiatives.

Magazine

A printed serial publication or periodical in editorial format that presents one or more points of view.

Promotional Campaign

A comprehensive, multi-tactic campaign that takes place over an extended period of time to promote a specific company message, event, program, or project. The campaign must include a combination of tactics and media and implementation strategies.



Entry Categories Cont.

Media Relations Campaign

A strategic communications effort that uses media relations tactics and outreach (such as media releases, feature articles, back grounders, op-ed pieces, editorial meetings) to achieve a specific marketing, business development, or corporate image goal. This category focuses solely on outreach and success with the media.

Newsletter-External

An external, client-focused publication designed in a newsletter format and produced via print or electronic media.

Newsletter-Internal

An internal, employee-focused publication designed in a newsletter format and produced via print or electronic media.

Recruitment and Retention Communications - NEW!

A program designed to recruit potential and retain current firm employees through print and/or electronic communications. The communications vehicles may include ads, brochures, form letters, pamphlets, postcards, announcements, e-mail promotions, and more.

Social Media - NEW!

A program that utilizes online social media tools to provide a platform for collaboration, knowledge sharing, and user interaction. Examples of social media include blogs, podcasts, and video; social networking sites (e.g., LinkedIn, Facebook); content-sharing sites (e.g., Del.icio.us, YouTube, Flickr); or social news sites (e.g., Digg, Reddit); to name a few.

Special Event

A print or electronic piece produced for one-time use to promote a special event such as an anniversary, new name, office opening, dedication, or ground breaking.

Specific Project Marketing

An item or series of items developed in support of winning one specific project. Materials may include qualification packages, proposals, PowerPoint presentations, leave-behinds, or anything else that contributed to the total effort.

Target Marketing

A print or electronic piece produced to market a particular service, discipline, or capability to a specific audience.

Web Site

A web site that either promotes your firm or has been launched by your firm for a specific project.