



# Submittal Requirements

The SMPS Marketing Excellence Awards is open to SMPS members and non-members. You may enter as many categories as you like. Materials completed between **January 1, 2009 and March 30, 2010** will be accepted. **We've added two new categories for 2010: Social Media and Recruitment and Retention Communications.**

## Entry Requirements:

- I. Entry Form and Payment - fill out the entry form provided. Make checks payable to SMPS Colorado.
- II. Clarification Statement - include two copies of the clarification statement with each entry. Include the entry category, firm name and entry title on the clarification statement. The clarification statement **should not exceed two pages double spaced**, stapled and should answer the following:
  - 1) YOUR FIRM'S MARKETING OBJECTIVE - Clearly state your marketing goals. What did your firm hope to achieve with the piece or program? Who was the audience for this piece or program? Characterize the composition, size, and location of your target audience.
  - 2) THE CONTENT OF THE PIECE OR PROGRAM - What market research was conducted prior to the planning of the piece or program? Describe the production and delivery methods. Was an outside consulting or graphic design firm used? What is/are the key message(s) intended for this piece, site or program? Explain your thought process in making your piece or program stand out from the crowd.
  - 3) THE RESULTS OF THE MARKETING COMMUNICATION EFFORT - Which of the goals in question one were achieved and how?
  - 4) BUDGET AND COST - List your budget and final cost associated with this piece or program.
- III. Exhibits - Entries may be submitted either in binders or on small boards (maximum size 11 inches x 17 inches, maximum 4 boards per entry). Entries must be suitable for public viewing and should not contain propriety information. Also include a digital .pdf (or html) file of your entry and Word file of your clarification statement on CD.

## Judging:

Jurors are selected for their expertise in marketing, communication and the design and building industry. Entries in each category are evaluated by a panel of four or more jurors. The judging criteria include five specific areas weighted equally. This includes **Marketing Objectives**<sup>1</sup> (20%), **Creativity**<sup>2</sup> (20%), **Quality**<sup>3</sup> (20%), **Content**<sup>4</sup> (20%), and **Results**<sup>5</sup> (20%). Each area is weighted on a scale of 1 – 5. A score of “5” is the best and “1” is the worst.

**\*\*Note: If there is only one entry for a category, a baseline score of 75% or a numeric of 19 must be obtained in order to receive an award.**