

2020-2021 Greater Cincinnati Marketing Communications Award (GCMCA)

This award recognizes outstanding marketing endeavors, including, but not limited to, corporate identity, advertising, brochures, holiday pieces, direct mail campaigns, internal communications, websites, social media, special events, and videos. The award will be presented during the Greater Cincinnati SMPS Annual Meeting on June 17, 2021.

The winner of the Greater Cincinnati Marketing Communications Award will receive an award and a \$250 scholarship to a representative of your firm towards either:

1. Earning the CPSM certification (if eligible)
2. Attending Build Business (SMPS National Conference) or Heartland Regional Conference

The recipient must use this scholarship within two years of receiving the award (June 10, 2023).

Eligibility

Nomination requirements are as follows:

- Any materials submitted must be created between January 1, 2020 and January 1, 2021
- Firm must have an office in the Greater Cincinnati / Dayton metro area
- Applications from nonmembers will be subjected to a \$50 entry fee. Please contact outreach@greatercincinnati-smps.org for more details

Judging Criteria and Scoring

Selection shall be based on the following criteria:

1. Excellence in design and composition
 1. Clear, concise, and successful messaging
 2. Measurable goals and objectives
 3. Compelling strategy and execution

All entries will be evaluated using the following point system:

Criteria	Points
Excellence in design, messaging, and composition	40
Measurable goals and objectives	30
Compelling strategy and execution	30
Total	100

Judges from outside the chapter will evaluate the awards based on the above stated criteria. Judges will be assembled for their expertise in areas of marketing, communications and the AEC industry as a whole.

Deadline and Requirements

Send one entry that includes the entire nomination form and responses to the criteria for each candidate by 5:00 PM EST on Friday, May 7, 2021, to Jessica Kentrup at jessica.kentrup@thinkchamplin.com

Late entries and those not following submission guidelines will not be considered. Any evidence of plagiarism or false statements will cause the candidate to be disqualified.

Submittal

A single PDF file of Items 1 and 2 shall be submitted. Please include a separate file with supporting images and samples. Each package must include the following information in the order stated:

1. Nomination Form (to be completed by nominator -- see following page)
Statement from nominator that is 500 words or fewer describing your project and why your work should receive the award.
2. Submission to Address Criteria (to be completed by nominator) – limited to five 8 1/2" x 11" pages with a font size of no less than 10 pt. The Qualifying Statement should address the following topics: creative brief, marketing objectives, target audience, messaging, and results/ROI. Specific examples should be given. Quotes and call-outs can be used within these pages.
3. Digital color images/video – provide 1-3 MB color images in JPG format. If your entry includes a video, please include it using a web URL. Supporting images such as samples or before / after images may be beneficial to your submittal. Please limit to five images or fewer.

Questions

Please address any questions to Jessica Kentrup at jessica.kentrup@thinkchamplin.com.





Nomination Form Deadline

5:00 PM EST on Friday, May 7, 2021, to jessica.kentrup@thinkchamplin.com.

Firm Name:

Firm Representative:

Company:

Address:

City, State, Zip:

Phone:

Mobile:

E-mail:

Statement from Nominator (500 words or less)

This statement should address all three criteria items listed on the previous page. I chose to submit this marketing endeavor to receive the 2020-2021 Greater Cincinnati Marketing Communications Award for the following reasons:

Nominated By:

Title:

Company:

Phone:

E-mail: