



Society for Marketing  
Professional Services

Central Florida

## Marketing Communication Awards

The SMPS Central Florida Marketing Communication Awards offer professional A/E/C service firms an opportunity to showcase their best marketing communication efforts. Materials are eligible as long as they were created or issued in 2011 or 2012. All winners are announced at the awards gala held in August 2012.

### Eligibility

Open to SMPS members and marketing professionals serving the Central Florida A/E/C community. Any Central Florida SMPS member or Central Florida marketing professional who took part in creating a communication piece for another firm may enter the piece, but they must secure the permission of the firm who owns the piece. If a communication piece was developed by a firm's corporate office located elsewhere, it must have been developed specifically for use in Central Florida.

There are two possible awards for each award category. One award of excellence can be given to a regional firm and one to a national firm. A regional firm is defined as a company with offices solely in Florida. A national firm has offices both in Florida and other states. Please be sure to indicate on the registration form which category your firm is in.

### Registration and Entry Deadlines

Entering the marketing communication awards is an easy, two-step process:

1. **May 11, 2012** – Registration form and payment due. The only information required at this time is the number of submissions and the categories in which you plan to submit. Payment can be made by check or credit card. The registration fees are:

Members (firm must have at least one employee that is a member of SMPS Central Florida)

\$40 for first entry

\$25 each for all other entries

Non-Members

\$60 for first entry

\$50 each for all other entries

2. **June 15, 2012** – Submission package for each entry is due.

### Award Categories

*Brochure* – publication describing a firm's background, services and capabilities or a specialized firm publication targeting a specific market or service

*Special Event* - a print or electronic piece produced for a one-time use to promote a special event such as an anniversary, new name, office opening, dedication, ground breaking, holiday card, party invitation, client appreciation gift, calendar, etc.

*Specific Project Marketing* – an item or series of items developed in support of winning one specific project. Materials may include qualifications packages, proposals, PowerPoint presentations, leave-behinds or anything that contributed to the total effort.

### Judging Criteria and Scoring

Two Awards of Excellence are possible in each category, one for a regional firm and one for a national firm. The jury reserves the right not to bestow any award in a category. Awards will be given only if the entries meet all the necessary criteria. Juror's decisions are final. All entries will be evaluated using the following point system:

Criteria	Points
Marketing Objectives	10
Creativity	10
Quality	10
Content	10
Results	10
<b>TOTAL POINTS</b>	<b>50</b>

### Submission Requirements

All materials must be submitted as a pdf file. A separate file is required for each entry. Any materials that cannot be placed in the pdf file (such as hard copies of brochure, proposals, invitations, clothing, hard hats, etc.) must be illustrated with a photograph. Inclusion of such materials in their actual form is elective, not mandatory.

### EACH PACKAGE MUST CONTAIN THE FOLLOWING SECTIONS IN THIS ORDER:

1. Cover Page –clearly indicate the company name; contact person's name, phone number, e-mail; award category and firm size (regional or national).
2. Clarification Statement – the clarification statement must follow the order and guidelines listed below. Please provide answers to all questions in the following format: no less than 11 pt. font, 2 page maximum. You are encouraged to use bullets to outline your answers as jurors have limited time to review each submittal. Please print the entry category, firm name and entry title in the upper right corner of each page of the clarification statement.
  - Your Firm's Marketing Objective
    - a. Goals: Clearly state your marketing goals. What did your firm hope to achieve with the piece or program?
    - b. Target Audience: who was the audience for this piece or program? Characterize the composition, size, and location of your target audience (e.g., 250 CEOs and senior managers of the top 100 firms of the Central Florida high-tech industry).
  - The Content of the Piece or Program
    - a. Research, Planning and Implementation: What market research was conducted prior to the planning of the piece or program? Describe the production and delivery method. Was an outside consulting or graphic design firm used?
    - b. Message: What is/are the key message(s) intended.
    - c. Distinction: Explain your thought process in making your piece or program stand out from the crowd (i.e., why did you choose the media you used, what differentiates your piece or program, how did you distinguish your firm from others)?

- The Results of the Marketing Communication Effort
    - a. Which of the goals listed above were achieved and how?
  
  - Budget and Cost Data
    - List your:
    - a. Budget amount
    - b. Actual total cost (i.e., labor, materials, printing, delivery).
3. Digital Photo – Provide a single digital photo (saved as a jpg file) of your entry that best represents the piece or program.
  
  4. Exhibits – if you wish to include non-mandatory hard copies of your materials, they must be delivered before the submission deadline to Larry Seel, CPSM (address noted below).

**Nomination Forms are due by 5:00 pm on Friday, May 11, 2012**

**Submission Packages are due by 5:00 pm on Friday, June 15, 2012.**

**Nomination Forms and Submission Packages should be e-mailed to Larry Seel, CPSM, President-Elect at [seellt@cdmsmith.com](mailto:seellt@cdmsmith.com). Non-mandatory hard copies may be delivered to:**

**Larry Seel, CPSM  
CDM Smith  
2301 Maitland Center Parkway, Suite 300  
Maitland, FL 32751**

