}

**2020 Awards for Creative Excellence Entry Form**

**Submit this page for each entry along with the “Project Information for Judges” pages.**

**Leave the back of this page blank. This cover page is not seen by the judges.**

Entering Agency or Company Name:

Are you a NEDMA Member (check one only): [ ]  Yes [ ]  No

Entering Agency or Company Contact: Name:       Title:       Email:

**Entry Instructions:** **Click the category name below to open the drop-down menu, then select a sub-category (e.g. 1a, 2c, etc.) from the drop-down menu. All entries must include a sub-category.**

 **Choose only ONE category and sub-category per entry form. Both are required.**

[ ]

[ ]

[ ]

[ ]

[ ]

[ ]

[ ]

[ ]

**Give each entry a unique name to identify it for judging (e.g. Save the Whales, Amazon’s Spring Promotion). Do not include your company’s name in the entry name.**

Unique Entry Name:

Date first promoted:

Client Company Name:

**COMPLETE PAGES 2-3 FOR INFORMATION FOR THE JUDGES**

**2020 Awards for Creative Excellence Project Information for the Judges**

 *Judges will base their decisions on the entry information contained in items A through G below. Keep your descriptions as concise and specific as possible.*

***Entries are coded and judged anonymously. When possible, do not include your company name.***

**A. Entry Category and Sub-category:**  *Match the listing below to your category choice on p. 1. Only pages 2-3 are seen by the judges. Page 1 is for NEDMA for cataloging purposes.*

[ ]

[ ]

[ ]

[ ]

[ ]

[ ]

[ ]

[ ]

List URL (if your entry should be viewed online):

**B. Description**

*Provide information related to price and overview of features*

**C. Audience DescriptioN**This is aimed at (check one only): [ ]  Consumer [ ]  Business-to-Business
*Provide a description of your target demographics*

**D. Media/list strategy**

*For mailing, include quantities; for electronic media, include all links.*

**E. marketing strategy**

The Primary Objective of this project is:

Now, outline your Marketing Strategy:

**1. Situation Analysis:**

**2. Objectives:**

**3. Obstacles:**

**4. Strategy:**

**5. Implementation:**

**6. Total Budget:**

**2020 Project INFORMATION FOR THE JUDGES, CONTINUED

RESULTS IN CATEGORIES WHERE THEY ARE AVAILABLE ARE IMPORTANT TO THE JUDGES.

F. RESULTS information**

Please include any results or information as it applies to your entry: how your strategy has accomplished your marketing objectives; order, sales and profitability figures; traffic generation figures; average gift amount; renewal rates, etc. You may use the metrics information in “G.” below.

If actual response rates are proprietary, provide relative or indexed profile (e.g., “11% better response rate that control”). You may also wish to describe the impact your work had on the market.

**G.** **SUGGESTED METRICS. These are not required but helpful to judges.**

If possible, use some or all of the metrics below. Feel free to include other metrics as appropriate for your program.

1. **Size of Target Audience:**
2. **# mailed, # e-mailed or # impressions:**
3. **Open rate (for e-mail):**      %
4. **Click-through rate**      %
5. **Response Rate:**      %
6. **Conversion Rate:**      %
7. **Cost per Response:** $
8. **Cost per Sale:** $
9. **Beat previous response or control by:**      %
10. **Other Metrics:**