ABOUT THE SMPS MARYLAND KEY AWARDS

SMPS Maryland’s Key Awards (Marketing Communications) recognize excellence in marketing communications and the outstanding achievements of marketing professionals. The communications awards will be granted to A/E/C firms whose materials and campaigns most compellingly achieve their firms’ marketing goals. Marketing communication projects completed between January 2018 and December 2019 will be accepted for the 2020 competition.

The awards are judged by an independent panel of senior industry professionals. The awards provide an unparalleled opportunity for peer recognition and expert feedback, and highlight the outstanding efforts made by those who have a real passion for our industry. A debrief/feedback will be provided to submitting firms in January 2020 to prepare any firms submitting for SMPS HQ’s Annual Marketing Communications Awards (due March 2020).

Our program is open to both member and non-member firms whose offices are located within the mid-Atlantic region (Maryland/Pennsylvania/Washington, DC). Awards will be presented to the winners and honorable mentions at our Annual Chapter Awards Event in June 2020.

Marketing Communications Awards

- Brand Identity
- Website
- Marketing Campaign
- Event/Holiday Piece
- Social Media/Social Media Campaign

Award submissions are due by December 6, 2019. Winners and honorable mentions of the Marketing Communications Award will be required to provide digital files of select supporting material from their winning submission on the night of the Key Awards Event. Details will be sent in January.

MARKETING COMMUNICATIONS AWARD CATEGORIES

- **Brand Identity**: Rollout of a new graphic and marketing standard for all firm’s print and/or digital collateral materials. This all-embracing category recognizes a firm’s holistic implementation of a new logo, color scheme, format, and layout through firm marketing collateral; project, resume, proposal, and presentation templates; business card/stationary systems; and website/digital interface.

- **Website**: An external, public website and/or mobile site (designed specifically for smartphones or other handheld devices) that promotes your firm. Include analytics.

- **Marketing Campaign**: A single, external campaign that employs marketing techniques to promote the firm, a specific project, or a targeted marketing initiative. Examples include a brochure, project opening announcement, blog, event, mailing, monograph, infographic. (Choose one)

- **Event/Holiday Piece**: A one-time piece such as a card, party invitation, client appreciation gift, etc. produced for a specific holiday or event. There will be a separate award given for print and digital submissions.

- **Social Media/Social Media Campaign**: A corporate Facebook, Twitter, LinkedIn, YouTube, Flickr, etc. account that promotes your firm and utilizes an interactive platform for thought leadership and collaboration to engage audiences. This category also includes a particular Social Media Campaign, using the aforementioned corporate accounts and stipulations. Please include any statistical information including shares, followers, retweets, etc., in your submission(s).

GRAND PRIZE

One Grand Prize Winner, chosen among all submissions, will be announced. The Grand Prize Winner will receive their entry fee submission to SMPS HQ’s Annual Marketing Communications Awards paid in full by the SMPS Maryland Chapter.

QUESTIONS & SUBMISSIONS: USE OUR NEW ONLINE ENTRY FORM TO COMPLETE ENTRIES NO LATER THAN 12:00 PM ON DECEMBER 6, 2019. FOR QUESTIONS CONTACT NICOLE SMITH, SMPS MARYLAND CHAPTER LIASON | NWSMITH@ECSLIMITED.COM | 410-859-4300

SMPS MARYLAND, 2020 KEY AWARDS CALL FOR ENTRIES
SUBMISSION REQUIREMENTS

Award submissions are due by noon on December 6, 2019. All materials must be submitted using our new online entry form. If you are submitting more than one entry, a separate entry form is required for each submission.

Materials must include:
1. Completed Online Entry Form.
2. Entry Statement. Reference the questions on the side that are to be addressed.
3. Additional supporting material. Please note links to your website and corporate social media accounts and screen shots are required for the Website and Social Media categories.

For Website category submissions: include a link to your website, screen shots of important pages and each page referenced in the Entry Statement, and a site navigation map.

For Brand Identity category submissions: choose a minimum of four from the list below.
- Brochure (e.g., firm, project type, project specific, service-specific)
- Firm Profile
- Project Sheet
- Resume
- Proposal Template
- Presentation Template
- Business Cards/Stationary
- Internal or External Communication (e.g., Intranet, Newsletter)
- Website, blog, or other digital presence

For Social Media/Social Media Campaign category submissions: include a link to your corporate account and screen shots of important content/updates (e.g., tweets, posts).

For Event/Holiday piece category submissions: include a link to any website references, screen shots of social media mentions and hard copy collateral (if applicable).

For Marketing Campaign category submissions: include a link to any website references, screen shots of social media mentions and hard copy collateral (if applicable).

Entry Statement Questions

1. Marketing Objectives (75 words or less)
   - What did your firm hope to achieve with the piece or program?
   - How did you plan to measure your results against your marketing goals?

2. Target Audience (50 words or less)
   - Who was your target audience?
   - How many pieces were sent via mail or e-mail? If website or video, what were your analytical goals?
   - Characterize the composition, size, and location of your target audience (example: 250 CEOs and senior managers of the top 500 leaders of the California high-tech industry).

3. Research and Planning (75 words or less)
   - Describe the market research conducted prior to planning your piece or program. Summarize your marketing plan efforts. Explain the production and delivery method.

4. Messaging (30 words or less)
   - What is the intended message of this entry?

5. Results (75 words or less)
   - What was the ROI?
   - Which actions did the target audience take after receiving your materials testimonials/feedback?
   - What was your break-even goal for profit/loss, and did you achieve it?
   - Did you meet your specific sales goals?
   - Did you gain new clients as a result?

6. Creative Brief (250 Words or less)
   - Please give a 250 word or less creative brief on your entry to convey to the jurors why your entry should win.

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