

Now Accepting Entries for the 2022 Key Awards!

ABOUT THE SMPS MARYLAND KEY AWARDS

SMPS Maryland's Key Awards (Marketing Communications) recognize excellence in marketing communications. 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 2020 and December 2021 will be accepted for the 2022 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 February 2022 to prepare any firms submitting for SMPS HQ's Annual Marketing Communications Awards (due March 22, 2022).**

Our program is open to both member and nonmember 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 2022.

AWARD CATEGORIES

- Brand Identity:
Rollout of a new graphic and marketing standard for all firm's print and/or digital collateral materials. This all-encompassing 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.

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

Include a link to your website, screen shots of important pages, site navigation map and 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, etc. (Choose one)

Include a link to any website references, screen shots of social media mentions and hard copy collateral (if applicable).

- Event/Holiday Piece:

A one-time piece such as a card, party invitation, client appreciation gift, etc. produced for a specific holiday or event.

Include a link to any website references, screen shots of social media mentions and hard copy collateral (if applicable).

- 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.

Include a link to your corporate account and screen shots of important content/updates (e.g., tweets, posts). 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.

SUBMISSION REQUIREMENTS

Award submissions are due by noon on **December 14, 2021**. All materials must be submitted using our online entry form. If you are submitting more than one entry, a separate entry form is required for each submission. Winners will be required to provide digital files of select supporting material from their submission on the night of the Key Awards Event.

Materials must include:

- **Completed Online Entry Form.**
- Entry Statement Questions
 1. Marketing Objectives (75 words or less)
 - a. What did your firm hope to achieve with the piece or program?
 - b. How did you plan to measure your results against your marketing goals?
 2. Target Audience (50 words or less)
 - a. Who was your target audience?
 - b. How many pieces were sent via mail or e-mail? If website or video, what were your analytical goals?

- c. 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 (100 words or less)
 - a. 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 (50 words or less)
 - a. What is the intended message of this entry?
 5. Results (100 words or less)
 - a. What was the ROI?
 - b. Which actions did the target audience take after receiving your materials testimonials/feedback?
 - c. What was your break-even goal for profit/loss, and did you achieve it?
 - d. Did you meet your specific sales goals?
 - e. Did you gain new clients as a result?
 6. Creative Brief (250 Words or less)
 - a. Please give a 250 word or less creative brief on your entry to convey to the jurors why your entry should win.
- Additional supporting material.

IMPORTANT DATES

- Respond with interest via email by noon on **Wednesday, November, 24, 2021** (NWSmith@ecslimited.com)
- Award submissions are due by noon on **Tuesday, December 14, 2021.**
- Winners and honorable mentions will be notified of the results in January 2021.
- Winners and honorable mentions will be honored at our annual Chapter Awards event in June 2021.

QUESTIONS

For questions contact Nicole Smith, SMPS MD Chapter Liaison (NWSmith@ecslimited.com, 410.859.4300)