



CATEGORY INFORMATION

Please use the descriptions below to determine the best category for your submission.

BROCHURE (Digital or Print)

A digital or print publication describing your firm's general capabilities. A brochure has a limited shelf life, as a firm's capabilities, staff, and projects change over time.

Supplemental Information: A pdf of the printed brochure. If entering a digital brochure, include a URL to view the original digital format.

CORPORATE IDENTITY (Digital, Print, or Mixed)

New Brand: A new cohesive brand applied to your firm's print and/or digital collateral materials for the purposes of creating a brand-new corporate identity. Firm must have been previously unbranded.

Brand Refresh: A cohesive brand applied to your firm's print and/or digital collateral materials for the purposes of modernizing its current brand while maintaining its core identity and strategy. The brand must be recognizable from its previous version. Entry should include old brand and the new brand for comparison.

Rebrand: A new brand applied to your firm's print and/or digital collateral materials for the purpose of overhauling the firm's previous brand identity and strategy. Entry should include the old brand and the new brand for comparison.

Supplemental Information: For rebrand and refresh branding entries, submit a before-and-after representative sampling of materials that convey your firm's corporate identity. For new identity entries, submit a representative sampling of materials that convey your firm's new corporate identity. Both types of submissions may include logo applications such as banner ads, social media graphics, website graphics, letterhead, business cards, and promotional items.

HOLIDAY (Digital, Mixed, or Print)

Please note, if entering a holiday entry, it must be entered in the holiday categories only.

A digital piece produced for one-time use to promote a generally recognized holiday; examples include but are not limited to e-cards, websites, web apps, and videos. A combination of both print and digital work produced for one-time use to promote a generally recognized holiday; examples include but are not limited to a greeting card, party invitation, client appreciation gift, or calendar. A print piece produced for one-time use to promote a generally recognized holiday; examples include but are not limited to a greeting card, party invitation, client appreciation gift, or calendar.

Submission Requirements: Include a URL to view the original digital components or a pdf of the materials; Include images of the original packaging if possible and include a URL to view the original digital components.

INTERNAL COMMUNICATIONS (Digital, Print, or Mixed)

Any print or digital communications intended for an employee audience, including but not limited to a recognition program, awards program, or communications associated with mergers, acquisitions, or new business line initiatives. Employee newsletters should be entered in the Newsletter-Internal category.

Supplemental Information: A pdf of the materials. If entering digital communications, include a URL to view the original digital format.

NEWSLETTER-INTERNAL (Digital, Print, or Mixed)

An internal, employee-focused publication designed in a newsletter format and produced via print or digital media. NOTE:



If you have questions or need clarification, please contact:

SMPS Philadelphia Immediate Past President Laura Frein, CPSM at awards@smpsphiladelphia.org or 215-260-5310



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If the newsletter is being used for employee retention purposes, enter it in the Recruitment and Retention Communications category.

Supplemental Information: A pdf of each of the last three issues of the newsletter. If entering a digital newsletter include a URL to view the original digital format of the last three issues.

PROJECT PURSUIT MARKETING (Digital, Print, or Mixed)

An item or series of items developed in support of winning a project. Materials may be print and/or digital and include qualification packages, proposals, presentations, interview tools, leave-behinds, or other pieces that contributed to the total effort.

Supplemental Information: A pdf of the materials. If submitting digital files, include a URL to view the original digital components. Note: You may omit information deemed proprietary.

RECRUITMENT AND RETENTION COMMUNICATIONS (Digital, Print, or Mixed)

A program designed to recruit potential and retain current employees through print and/or electronic communications, including but not limited to ads, brochures, form letters, pamphlets, postcards, announcements, and email promotions.

Supplemental Information: A pdf of all the pieces in the communications program. For digital pieces, include a URL to view original digital components.

SOCIAL MEDIA (Digital)

Any marketing effort that utilizes online social media tools (multi-platform, blogs, podcasts) to provide a platform for thought leadership, collaboration, and user interaction. Can be one platform or a combination of platforms.

Supplemental Information: A web link to view online, for blogs and podcasts, submit at least three consecutive postings/episodes for review.

SPECIAL EVENT (Digital, Print, or Mixed)

Pieces produced for one-time use to promote a special event including but not limited to an anniversary, new name, office opening, dedication, or groundbreaking.

Supplemental Information: Include a URL to view the original digital components or a pdf of the materials. Include images of the original packaging if possible.

TRADESHOW MARKETING (Digital, Print, or Mixed)

Communication pieces and displays that were created to promote a firm's attendance at tradeshow exhibits or used during the trade show to attract booth traffic. Materials may be in print and/or digital format.

Supplemental Information: A PDF of produced materials. Include photographs of the booth or display at the event. You may include a URL to view any digital components that support the trade show entry.

VIDEO - External or Internal (Digital)

A video created for external or internal communication purposes.

Supplemental Information: Submit a web link to view online in the original format.

WEBSITE - External or Internal (Digital)

An external, public website that either promotes your firm or has been launched by your firm for a specific project or internal websites or intranets that have been launched for the purpose of your firm's internal communications.

Supplemental Information: Include a URL and a temporary access code if submitting an internal website that requires a passcode. Passcode should be valid during the month of January 2025 for judging.



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