MCA marketing communications awards

smps Philadelphia

Call for Entries

SMPS Philadelphia is now accepting entries for our annual Marketing Communications Awards.

SMPS Philadelphia's MCA is a local marketing awards program modeled after the SMPS Headquarters program that recognizes excellence in marketing communications.

This is an opportunity for SMPS members and non-member A/E/C marketing professionals throughout the Philadelphia and Central Pennsylvania regions to be recognized for their contributions to their firm and its success. We are accepting submissions in a variety of categories to allow you to showcase the pieces you have worked on over the past two years.

In addition to local recognition, submissions will receive feedback from judges on their entries with enough time to submit to the SMPS Headquarters MCA competition. Winners of the "Best in Show" and "People's Choice" categories will be eligible to receive the SMPS Headquarters MCA early bird entry fee for their submission.

IMPORTANT INFORMATION

ENTRIES DUE WEDNESDAY, NOVEMBER 25, 2026

Submission Window: MONDAY, NOVEMBER 2, 2026 - WEDNESDAY, NOVEMBER 25, 2026

SAVE THE DATE

SMPS Philadelphia's Marketing Communications Awards Reception will tentatively be held in January 2027. At this event, category, Best in Show, and People's Choice winners will be awarded. Attendees will be able to view submissions and vote for the "People's Choice" award during the event! Registration and event details will be shared in December.

CRITERIA

Firms submitting entries must have an office within the SMPS Philadelphia or SMPS Central Pennsylvania regional areas, which include Philadelphia and the surrounding suburbs, southern New Jersey, Delaware, Lehigh Valley, and the greater Harrisburg area.

Materials must have been completed between January 1, 2025 and December 31, 2026.

Previous SMPS Philadelphia and SMPS HQ MCA award-winning entries are not eligible.

SUBMISSION

Submission requirements can be found in the "Entry Information" PDF on our website: https://smpsphiladelphia.org/Chapter_Awards

v. 09.22.2026

? If you have questions or need clarification, please contact:
SMPS Philadelphia President Nikki Campbell, CPSM at awards@smpsphiladelphia.org

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JUDGING

Who are the Jurors?

Jurors are selected for their expertise in marketing, communications, and the design and building industry. Entries in each category will be evaluated by a panel of two or more jurors representing the A/E/C industry, design professions, and/or clients. Feedback identified by the jurors will be provided to all entrants, along with copies of their score sheets. Feedback will be returned to participants by January 31, 2027, providing time to incorporate feedback into SMPS HQ MCA award submissions.

Judging Criteria & Scoring

All entries will be evaluated using the following points system:

Creative Brief – 15 points
Marketing Objectives – 20 points
Target Audience – 15 points
Research/Planning – 15 points
Messaging – 15 points
Results – 20 points
TOTAL POINTS - 100 points

Supporting Images and Supplement Information are not awarded points, however the information they contain are used in the evaluation of the above categories. Awards will be given only if the entries meet all the necessary criteria. Jurors' decisions are final. Winners are not guaranteed in every category.

AWARDS

Award winners will be announced during our February 2026 awards event. Event details will be announced soon!

Best-in-Show Award

First-place winners in all categories will be considered for the Best-in-Show award by our jurors. The winner will be announced during the SMPS Philadelphia Marketing Communications Awards event.

People's Choice Award

All category winners are eligible for the People's Choice Award. Attendees will be invited to vote for their favorite entry where the winner will be announced during the SMPS Philadelphia Marketing Communications Awards event.

To view past MCA submissions and winners, visit the MCA Submissions page on our website: https://smpsphiladelphia.org/MCA-Submissions

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PAYMENT

Payments for submissions can be made through our online (credit card) payment or by check. To pay by credit card, please visit our Chapter Awards page on our website and navigate to the **Entry Fees** button. If paying by check, please notify us via email at awards@smpsphiladelphia.org that you'll be mailing a check. No invoice will be sent out.

Checks can be made payable to: SMPS Philadelphia and mailed to the address below. Please include 2027 MCA Submission in the memo.

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