



Philly's Phinest

**Marketing  
Communications  
Awards**

2021

**CALL FOR  
ENTRIES**







# Marketing Communications Awards

**2021 CALL FOR ENTRIES**

**SMPS Philadelphia is pleased to announce the call for entries for our 7th Annual Philly's Phinest Marketing Communications Awards (MCAs) program.**

SMPS Philadelphia's MCAs 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 metropolitan region to be recognized for their contributions to their firm and its success. We are accepting submissions in the five most popular categories to allow you to showcase the pieces you have worked on over the past year: Corporate Identity, Website, Direct-Mail Campaign, Special Event, and Social Media. Additionally, we have included a sixth Miscellaneous Category for entries that do not correspond to one of our top five categories, but align with one of the other Headquarters' categories.

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 entry fee for their submission.

## **IMPORTANT INFORMATION**

**Entries Due: Friday, January 8, 2021**

**Early Entry:** Enter by **December 18, 2020** to receive a discounted entry fee

**Save the Date:** SMPS Philadelphia's Virtual Awards Reception: **Thursday, February 4, 2021**

Winners will be announced at our SMPS Philly's Phinest MCAs virtual event. More details about the event will be announced at a later date.

**Criteria:** Firms submitting entries must have an office within SMPS Philadelphia's regional area, which includes the Philadelphia Metro Area, southern New Jersey, Delaware and the Lehigh Valley.

**Materials completed between January 1, 2019 and January 1, 2021 will be accepted** for the 2021 SMPS Philly's Phinest MCAs. Please complete the following Award Entry Form.

SMPS Philadelphia follows the same criteria used by SMPS Headquarters in 2020. More information on the MCAs can be found here: [www.smeps.org/members/recognition/marketing-communications-awards](http://www.smeps.org/members/recognition/marketing-communications-awards)

Previous SMPS Headquarters MCA award winners are not eligible.

Winners are not guaranteed in every category.

**Submission:** Email the completed entry form, questionnaire, and 3 project images to:  
Afton Pascal, CPSM at [alpascal@mccormicktaylor.com](mailto:alpascal@mccormicktaylor.com)



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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 are provided to all entrants upon request, along with copies of their score sheets.

### Judging Criteria and Scoring

All entries will be evaluated using the following point system:

Marketing Objectives – 20 points

Target Audience and Research/Planning– 10 points

Content Messaging – 15 points

Content Deliverable – 20 points

Results – 20 points

Creative Brief – 15 points

TOTAL POINTS: – 100 points

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 at our virtual awards event on Thursday, February 4, 2021. More details about the event will be announced at a later date.

### 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 Philly's Phines Marketing Communications Awards virtual 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 and recognized at the virtual awards event.

Additional information can be found on the Awards page of our Chapter website: [smpsphiladelphia.org/Chapter\\_Awards](https://smpsphiladelphia.org/Chapter_Awards)

**QUESTIONS?**

Contact Philadelphia Program Chair: Afton Pascal, CPSM, Assistant Director, Marketing, McCormick Taylor, Inc.  
[alpascal@mccormicktaylor.com](mailto:alpascal@mccormicktaylor.com) or 267.439.4182



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## 2021 ENTRY FORM

**Step 1:** Read the detailed entry category descriptions and submittal instructions below.

**Step 2:** Complete one entry form listing all your submissions in all categories from one team. Include one copy of this completed form with each entry. If multiple teams enter from the same firm, please complete one entry form per team.

Firm Name: \_\_\_\_\_

Firm Address: \_\_\_\_\_

Entered by: \_\_\_\_\_ SMPS Member Number: \_\_\_\_\_

Contact Email: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

**Step 3:** Description of entries.

### Category Selection

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> 1. Corporate Identity | <input type="checkbox"/> 3. Direct Mail Campaign | <input type="checkbox"/> 5. Social Media  |
| <input type="checkbox"/> 2. Website            | <input type="checkbox"/> 4. Special Event        | <input type="checkbox"/> 6. Miscellaneous |

**Step 4:** Submit entry fee.

SMPS Member: Submitted before 12/18/2020 \$75; after 12/18/2020 \$100 first entry, \$75 per additional entry

Non-member: Submitted before 12/18/2020 \$175; after 12/18/2020 \$200 first entry, \$175 per additional entry

Total Number of Entries: \_\_\_\_\_ Total Fee: \_\_\_\_\_

### Payment Options

- ☐ Credit Card (must be submitted by deadline date)  
To pay by credit card, go to [smpsphiladelphia.org/catalog.php?cat=4](https://smpsphiladelphia.org/catalog.php?cat=4)  
Members, please log in to view and obtain member pricing.
- ☐ Check (must be received by deadline date)  
Make payable to: SMPS Philadelphia  
Mail to: Dayna Abbott, 1514 S 9th Street Unit 201 Philadelphia PA 19147

For questions about payment, contact Dayna Abbott at [Abbottde24@live.com](mailto:Abbottde24@live.com).

**Step 4:** Complete a separate questionnaire for each entry.

Email this completed entry form, questionnaire, and 3 high resolution images of each project to:

Afton Pascal, CPSM McCormick Taylor, Inc. | Assistant Director, Marketing: [alpascal@mccormicktaylor.com](mailto:alpascal@mccormicktaylor.com)



# Marketing Communications Awards

**2021 ENTRY QUESTIONNAIRE**

The responses to the following questions will be judged by our jurors while evaluating your entry. You may use bullets to list your answers.

## **1. Creative Brief (250 words or less)**

Please provide a creative brief on your entry to convey to their jurors why your entry should win.

- Include with your email submission, 3 high res jpg images (sized at 16:9 ratio) that represent your entry. (Images will be used for judging as well as displayed during the virtual awards program.)



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**2021 ENTRY QUESTIONNAIRE**

## **2. Marketing Objectives (75 words or less)**

Identify your marketing goals by answering the following questions:

- What did your firm hope to achieve with the piece or program?
- How did you plan to measure your results against your marketing goals?

Include the following:

- Marketing objectives
- Specify time frame (use exact dates as applicable)
- Budget information (include specific \$ information)
- Methodology for collecting and evaluating results

**3. Target Audience (50 words or less)**

Define the audience for this piece or program.

Answer the following questions:

- Who was your target audience?
- How many pieces were sent via mail or e-mail? If web site 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).



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## **4. Research and planning (100 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.





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## 5. Messaging (50 words or less)

What is the intended message of the entry?

**6. Results (100 words or less)**

Please answer the following questions:

- What was the ROI? Jurors are seeking a response to your marketing objectives that were stated earlier, did you meet your goals?
- 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?