

then & now

22nd Annual Marketer of the Year

CALL FOR ENTRIES!

Get your campaigns together and prove your results by entering the 22nd Annual Marketer of the Year Awards. This celebrated award recognizes and applauds New Mexico marketers for achieving outstanding results from their marketing campaigns.

Showcase your best work at the 22nd Annual Marketer of the Year Awards Banquet on April 14, 2010 where winners will be announced.

The deadline for entries is **Friday, February 25, 2011 by 5:00 p.m.**

ELIGIBILITY

You do not have to be a member of the New Mexico Chapter of the American Marketing Association to submit an entry. Any company, agency, non-profit, or government agency may submit an entry. All marketing campaigns originating in New Mexico between January 1, 2010 and December 31, 2010 are eligible. You may submit in a single category as well as an integrated marketing campaign category. Students will be judged separately from professionals.

CATEGORIES INCLUDE:

1. Advertising
 - A. Print Advertising (newspaper or magazine)
 - B. Radio Advertising
 - C. Television Advertising
 - D. Outdoor Advertising
 - E. Direct Marketing
2. Interactive Media (includes one or more of the following: Web site, internet advertising, email newsletter, digital media, social media)
3. Collateral (stationery, special event materials, brochures, annual reports, publication design, posters)
This category not eligible for Best of Marketer of the Year Award.
4. Special Event Marketing (to include marketing event campaigns such as: Grand Openings, Business Anniversaries, Galas, Festivals, Fairs, Fundraisers, etc.)
This category not eligible for Best of Marketer of the Year Award.
5. Integrated Marketing Campaigns (Campaigns must include two or more of the media above)

JUDGING CRITERIA

The NMAMA Marketer of the Year Awards Committee establishes all judging criteria and certifies the finalists and winners selected by the judges. A panel of marketing professionals from the Tucson, Arizona Chapter of the American Marketing Association will serve as the judges. Each entry must include answers to the Judging Criteria questions below. Responses must be typewritten on 8 1/2" x 11" plain paper, with a maximum of three pages and two (2) DVDs with campaign images. Please contain each entry item in a binder, folder or envelope. Judges score each entry according to the point system outlined below. The entry with the highest total number of points in each category is the winner. A minimum number of points must be met to be considered in each category. This number will be established by the judges.

1. **Business Problem / Opportunity (10 points)**
 - What was the basic problem to be solved or situation to be addressed by the marketing campaign?
2. **Objectives (10 points)**
 - Were the objectives of the campaign sound, clear, and measurable?
3. **Strategy / Execution (40 points)**
 - How well was the strategy defined and executed?
 - Was it innovative or unique?
 - How well did it address the target markets?
 - How well did the message positioning relate to the overall company message?
 - How well did the design incorporate all of the above?
 - For Integrated Marketing Campaign only: How well did the strategy integrate various media?
4. **Results (40 points)** • *For Students/Class: Evaluation from Professor must be included*
 - What were the results?
 - How were the results measured?
 - How well did the campaign achieve the stated objectives?

ENTRY RULES

- The Marketer of the Year competition is open to any New Mexico marketer from a company, agency, not-for-profit, or government organization that developed implemented and sufficiently completed a marketing program between January 1, 2010 and December 31, 2010.
- All entries must be prepared according to the Submittal Requirements, and must be received by Friday, February 25, 2010 by 5:00pm.
- Each entry must include a completed Entry Form, a written response to the Judging Criteria questions, program materials, and the appropriate fees.
- Entrants need not be members of the American Marketing Association.

HOW TO ENTER

1. Answer Judging Criteria Questions, complete an Entry Form–Contact Information, Entry Form–Categories for each entry, and one Tally Form. Photocopies of the Entry and Tally Forms are acceptable.
2. Include copies of each in a notebook/binder with all images, radio ad MP3s, and television ads included on a DVD. Please submit two copies of the DVDs.
3. Include payment (credit card via online process or check) for all entries. Entry fees are as follows:

NMAMA members: \$50 per entry
Non-members \$100 per entry
Students: \$25 individual entry; \$50 class entry

4. Deliver entries between 1:00 - 5:00pm on Friday, February 25, 2010, to:

In-person:

NMAMA Awards
Albuquerque the Magazine
1550 Mercantile Avenue, NE (main entrance)
Albuquerque, NM 87107
(REI building)

If mailing, send to:

NMAMA
Marketer of the Year Awards
PO Box 30504
Albuquerque NM 87190-0504
Must be received by February 25th.

DISPLAY MATERIALS

Materials will be on display at the Marketer of the Year Awards Banquet on April 14th. Therefore, a display board with materials will need to be prepared and delivered to the following location before **April 1st**. Free standing displays no larger than 4 ft wide by 2 ft deep will be accepted.

FastSigns on the Two
407 2nd Street NW (between Lead and Coal)
Albuquerque, NM 87102
505-265-7001
Contact: James Martinez

WINNERS & AWARDS

There will be up to three finalists in each category, including one winner and two runners-up. The winner will receive the Marketer of the Year Award. Runners-up will receive an Award of Merit. Students will be judged separately from professionals.

Winners and finalists will be notified by that they will receive an award by April 1st and will be honored at the 22nd Annual Marketer of the Year Awards Banquet on April 14, 2010 at the Hotel Albuquerque.

ENTRY FORM — CONTACT INFO

Attach contact information sheet along with entry form for each entry.

Please print legibly.

Name of client/organization for which the campaign was conducted: _____

Person authorized to submit the entry: _____

Company _____

Address _____

City _____ State _____ Zip _____

Business Phone _____ Fax _____

Email _____

If this entry earns an award, please print certificate as follows (attach additional pages with information if necessary):

Individual Name _____

Company _____

Client _____

Additional certificates required for: _____

I have included two copies of a CD/DVD that contain images for this campaign.

Questions? For more information about submitting your Marketer of the Year entries, contact Kim Jarigese at 277-6433 or kjar@unm.edu.

ENTRY FORM — CATEGORIES

Contact Person: _____ Email: _____

Company: _____ Phone: _____

Client: _____

Attach one entry form for each entry.

1. Advertising (Single Entries)
 A-Print B-Radio C-Television D-Outdoor E-Direct Marketing

2. Interactive Media (Single Entries)
(Web Site, Internet Advertising, E-Mail Newsletter, Digital Media, Social Media)

3. Collateral (Single Entries) *This category is not eligible for Best of Marketer of the Year.*
(Stationery, special event materials, brochures, annual reports, publications, posters, etc.)

4. Special Event Marketing *This category is not eligible for Best of Marketer of the Year.*
(to include marketing event campaigns such as: Grand Openings, Business Anniversaries, Galas, Festivals, Fairs, Fundraisers, etc.)

5. Integrated Marketing Campaign (*must include two or more promotional medias*)
(Check All That Apply):

<input type="checkbox"/> A-Print	<input type="checkbox"/> E-Direct Marketing
<input type="checkbox"/> B-Radio	<input type="checkbox"/> F-Interactive Media
<input type="checkbox"/> C-Television	<input type="checkbox"/> G-Collateral
<input type="checkbox"/> D-Outdoor	<input type="checkbox"/> H-Special Event Marketing

TALLY FORM

Attach one Tally Form that includes all Marketer of the Year Entries. Please print legibly.

Contact Person _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Business Phone _____ Fax _____

Email _____

Are you an NMAMA member? Yes No

CATEGORY ENTERED (please select all that apply):

Advertising: 1-A 1-B 1-C 1-D 1-E

Interactive Media: 2

Collateral: 3

Special Event Marketing: 4

Integrated Marketing Campaign: 5

NMAMA Member—Total number of Entries: _____ x \$50 = _____

Non-Member—Total number of Entries: _____ x \$100 = _____

Individual Student—Total number of Entries: _____ x \$25 = _____

Class/Group Project—Total number of Entries: _____ x \$50 = _____

PAYMENT INFORMATION:

Check enclosed made payable to NMAMA. Mail to PO Box 30504, Albuquerque, NM 87190-0504

Credit Card: Credit Card transactions will be submitted through the online access to Call for Entries through the website at www.nmama.org.