smps | Seattle

SMPS SEATTLE REIGN AWARDS

2021 ENTRY PACKET

PROJECT ENTRY CATEGORIES

REIGN AWARDS

ABOUT THE [AWARD WINNING]

SMPS SEATTLE REIGN AWARDS

SMPS Seattle's annual Reign Awards recognizes excellence in marketing communications and outstanding achievements of top marketing professionals. Communications awards will be granted to A/E/C firms whose materials and campaigns most compellingly achieve their firms' marketing goals. The individual merit awards recognize the exceptional accomplishments of individuals in our industry.

Submitting for the Reign Awards provides firms with an unparalleled opportunity for peer recognition and expert feedback. It is also an opportunity to celebrate the outstanding efforts made by local A/E/C firms and individuals who have a real passion for marketing and communications in our industry. Submittals are open to both member and non-member firms and individuals.

This year the Reign Awards will be a virtual event.

This packet is for those who would like to submit a project entry in one of the Reign Awards categories. Please keep reading if you are interested in learning more about how to submit and what the categories are. If you are interested in submitting an individual merit, please view the other packet on the Reign Awards web page.

JUDGING
The Reign Awards are judged per noted criteria by an independent panel of industry professionals. The 2021 panel of judges will be listed on the Reign Awards website. Please look out for a call for judges sent via email.

SCHEDULE + DEADLINES
All entries must be received by May 6th. To receive the early bird discount please submit by April 16th. Award submittals are open to both member and non-member firms and individuals.

PAYMENT INFORMATION
The cost to submit for the 2021 Reign Awards is $95 per entry for members and $110 per entry for non-members. The early bird cost to submit is $80 per entry for members and $95 per entry for non-members.

If you are a qualified small businesses, your firm will receive a $25 entry fee discount. The Small Business Administration defines small firms by their annual receipts. Access the full SBA Size Standards Table here. Small businesses also qualify for the Small Business Award, see page 4.

WINNERS DECIDED
Mark your calendar for June 16th 2021! The Reign Awards will be held in virtually from 5:30-8:30pm.

VOTE FOR PEOPLE'S CHOICE AWARD!
As of right now, how we vote for the People's Choice winner is TBD. The voting will either take place ahead of time and will be an open gallery of submissions online or will be in-person at the event.

QUESTIONS?
Contact Jackie Corley, SMPS Seattle Reign Awards Co-Chair at jccorley@walshgroup.com or 206.394.7306.

REIGN AWARDS

ENTRY INFORMATION:

HOW TO SUBMIT ONLINE

ONLINE SUBMISSIONS
All entries will be submitted online! There are no hard copies or binders required. SMPS uses a system called Submittable. You can view categories, fill out your entry packet, upload your images, pay online and even save your submission and finish it up later.

1. **Go to:** smpsseattle.submittable.com/submit
2. **Login to/Create your account.**
3. **Begin your submission and save your progress.** Once you begin an entry, you can see what is required, save your entry, and come back anytime to finish and add information.
4. **Submit + pay.** You're done!

ENTRY QUESTIONS
Note that this outline mirrors the submittal requirements for the SMPS national awards program (with the exception of the word limits imposed by the national program), which has changed in format from past years. You will be judged on your responses.

There are word count restrictions please see below for those requirements.

1. MARKETING OBJECTIVE (100 words)
Identify your marketing goals by answering:
- 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
- Budget information
- Methodology for collecting and evaluating results

2. TARGET AUDIENCE (50 words)
- 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 website 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).

3. RESEARCH & PLANNING (100 words)
- 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 (75 words)
- What is the intended message of this entry?

5. RESULTS (100 words)
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/reach goals?
- Did you gain new clients or leads as a result?

6. CREATIVE BRIEF (250 words)
- Please provide a creative brief on your entry to convey to the judges why your entry should win.

7. PEOPLE'S CHOICE BRIEF (PUBLIC FACING) (250 words or less)
- Please provide a creative brief to show your peers why your entry should be the People's Choice winner!

NEW THIS YEAR!
You have the option to submit a one-minute video version of your creative brief with your entry. It can be an individual submission or a group effort. The video entry will not be a factor in judging, so keep it simple and have some fun with it! We will use the winning projects' video to announce the winner of that category during the virtual Reign Awards gala on June 16. If you want to participate but do not wish to record a video yourself, reach out to Jackie Corley, at jccorley@walshgroup.com or 206.394.7306 to schedule a Zoom recording.

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ENTRY INFORMATION:

MARKETING PROJECT ENTRIES

Digital: *Entry's original deliverable format to audience was web-based. Submit URL for entry. Be sure to test your links before submitting.*

Print: *Entry's original deliverable format to audience was a printed piece. Submit PDF of print piece. Entries will be judged completely online.*

Mixed: *Entry's original deliverable format to audience was a printed and web-based piece. Submit PDF and URL. Entries will be judged completely online.*

MCA ENTRY MATRIX
We have made it really easy for you if you've submitted to the SMPS Marketing Communications Awards (SMPS HQ Awards). See the matrix on page 6.

SCORING CRITERIA:

Entries are scored according to a point system:

Marketing Objectives	10 points
Target Audience	10 points
Research and Planning	10 points
Messaging	10 points
Results	10 points
Creative Brief	10 points
Overall Creativity, Quality and Content	20 points
Total Points Available	**80 points**

CATEGORIES:

1. Marketing Campaign – Digital, Print, Mixed

A campaign that occurs over a period of time to promote a specific company message, event, program or project. The campaign could include a combination of tactics, media and implementation strategies to reach a targeted internal or external target audience. Examples may include direct-mail campaigns, advertising campaigns, a series of printed and digital publications, events including promotional if part of larger promotional effort/campaign, newsletters or media relations campaigns.

Similar MCA Categories: Advertising, Brand Awareness Campaign, Brochure (digital or print), Internal Communications, Direct-Mail Campaign, Newsletter – Internal or Newsletter/ Publication – External, Project Pursuit Marketing, Promotional Campaign, Recruitment and Retention Communications, Special Event (Digital, Mixed, Print)

2. Digital Media Campaign – Digital

A campaign that primarily uses online and digital tools to generate engagement, collaboration and/or promote a specific message, brand or event internally or externally. This could include, but is not limited to, the use of apps, blogs, social media platforms (such as LinkedIn, Facebook), content-sharing sites (such as YouTube, Flickr) or news sites (such as Digg, Reddit). Note: Submissions in this category should only include digital content. Campaign submissions that cross multiple media channels should submit in the Marketing Campaign category.

Similar MCA Categories: Brand Awareness, Mobile App, Social Media, Promotional Campaign, Recruiting and Retention Communications, Special Event (Digital); any of the following if all efforts were promoted through a digital platform and campaign included more than one piece: Advertising Campaign, Internal Communications, Newsletter – Internal or Newsletter/ Publication – External, Video

3. Brand Experience/Identity – Digital, Print, Mixed

The development of a new or updated brand experience/ identity through print and/or digital applications. This may include, but is not limited to, rollout of a new brand for a firm, a subsidiary, a department or a specific market. This category recognizes a firm's holistic implementation of marketing materials applied toward establishing a new identity, which could include a new logo, mergers/ acquisitions, color scheme, format, graphics, layout, etc. When submitting in this category, please include a minimum of three to four examples that demonstrate the brand.

Similar MCA Categories: Brand Awareness Campaign, Corporate Identity, Recruitment and Retention Communications (if a specifically branded campaign)

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4. One-Time Marketing Piece – Digital, Print

A one-time print or digital marketing piece used to promote one specific message, such as an holiday message, anniversary announcement, leadership change, etc. Examples of marketing pieces may include direct mailers/e-mails, specific piece of event collateral, brochures, e-cards, invitations, holiday cards, etc.

Similar MCA Categories: Advertising, Book/Monograph, Brochure, Holiday Piece (Digital, Print, Mixed), Internal Communications, Video, Tradeshow Marketing

5. Website – Digital

An external website, mobile site or app that promotes your firm. This category is also inclusive of an internal website, intranet or app that has been launched to promote firm organization and communications. This could include sites that have been launched by your firm for a specific project.

Similar MCA Categories: Website, Mobile App

6. Marketing Collateral – Digital, Print, Mixed

This is an all-encompassing category that recognizes excellence in marketing and communications deliverables, projects and campaigns that may not apply to any other category. Examples could include proposal layout redesign, annual report, special event, client appreciation gift, etc.

Similar MCA Categories: Project Pursuit Marketing, Special Event (Digital, Print, Mixed), Tradeshow Marketing, Book/ Monograph, Direct Mail Campaign

7. Events – Digital, Print, Mixed

This category that recognizes excellence in events/ event planning for any event held in-person or virtually. Examples could include holiday party, fundraising event, annual celebrations, etc.

Similar MCA Categories: Special Event (Digital, Mixed, Print)

ADDITIONAL HONORS:

When submitting your entry, please check the applicable boxes if you would like your entry to be considered for these additional honors (you may select all that apply):

8. Small Business Award

This award is only available to entries submitted by small business firms, as designated by the Small Business Administration. The Small Business Administration defines small firms by their annual receipts. Access the full SBA Size Standards Table here. Check this box if you qualify as a small business and would like your entry to be considered for this award. Submissions will be judged based on the impact and reach of the marketing campaign/project and winner will be chosen by the judges.

9. People's Choice Award – All Entries are Eligible

On the 10th of June, all entries will be displayed and attendees will have the opportunity to cast their ballots for the best overall submission. Your entry will be automatically entered for this award and submitted on an entry board for viewing at the gala.

10. Best in Show Award *(formerly Judges Choice)* – All Entries are Eligible

The judges have an opportunity to present an award to one submission among all the submissions. This award will be given at judges' discretion, and entries will be automatically considered for this award.

11. Joint Marketing Effort – Digital, Print, Mixed

Any marketing effort conducted with another firm within the A/E/C industry. Working together to achieve a combined goal, the joint effort was achieved by utilizing a combination of tactics, media and implementation strategies to reach a targeted internal or external target audience. Examples consist of direct-mail campaigns, advertising campaigns, a series of printed and digital publications, newsletters, promotional events or media relations campaigns.

Similar MCA Categories: Can apply to any category but achieved as a combined effort with another firm in the A/E/C industry.

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ENTRY INFORMATION:

REIGN AWARDS VS. MCA AWARDS

2021 SMPS Seattle Reign Awards vs. MCA Categories

MARKETING COMMUNICATION AWARDS CATEGORIES		REIGN AWARDS CATEGORIES: Marketing Campaign	Digital Media Campaign	Brand Experience/Identity	One-Time Marketing Piece	Website	Marketing Collateral	Events
1	Advertising	x	x		x			
2	Book/Monograph				x		x	
3	Brand Awareness	x	x	x				
4	Brochure	x			x			
5	Corporate Identity			x				
6	Direct Mail Campaign	x					x	
7	Holiday - Digital				x			
8	Holiday - Print				x			
9	Holiday - Mixed				x			
10	Internal Communications	x	x		x			
11	Mobile App		x			x		
12	News/Publication - Ext.	x	x					
13	News/Publication - Int.	x	x					
14	Project Pursuit Marketing	x					x	
15	Promo Campaign	x	x					
16	Recuiting + Retention Communications	x	x	x				
17	Social Media		x					
18	Special Event - Digital							x
19	Special Event - Mixed							x
20	Special Event - Print							x
21	Tradeshow Marketing				x		x	
22	Video		x		x			
23	Website					x		

QUESTIONS?

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THANK YOU FOR SUBMITTING TO THE 2021 SMPS SEATTLE REIGN AWARDS!

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