smps | Seattle

SMPS SEATTLE REIGN AWARDS

2025 ENTRY PACKET

PROJECT ENTRY CATEGORIES

REIGN AWARDS TWENTY 25

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. Project Awards will be granted to A/E/C firms whose materials and campaigns most compellingly achieve their firms' marketing goals.

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 nonmember firms and individuals.

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.

EVALUATION

The marketing communications awards are evaluated per noted criteria by an independent panel of industry professionals. The 2025 panel of evaluators will be announced in late spring.

SCHEDULE + DEADLINES

All entries must be received by **May 2, 2025**. To receive the early entry discount please submit by **April 4, 2025**. Award submittals are open to both member and non-member firms and individuals.

PAYMENT INFORMATION

Payment for entries will be processed online through the Submittable platform.

- Early Entry* Member & Member Firms: $100
- Early Entry* Non-Member & Non-Member Firms: $115
- Member & Member Firms: $115
- Non-Member & Non-Member Firms: $130
- SBE/WMBE/DBE Firms receive Early Entry pricing until the final entry deadline.

The Small Business Administration defines SBE/WMBE/DBE firms by their annual receipts. Access the full SBA Size Standards Table here and the OWMBE here. Small businesses also qualify for the SBE/WMBE/DBE Award, see page 4.

SAVE THE DATE

Mark your calendar for June 12th, 2025 for the awards. This year's event will be held at the **Stone Way Auto** from **5:30-8:30pm**. Each year is bigger and better – you won't want to miss this event!

QUESTIONS?

Contact Hannah Ratzke, SMPS Seattle Reign Awards Co-Chair at hratzke@hwlochner.com.

**Early Entry deadline is April 4, 2025.*

REIGN AWARDS TWENTY 25

ENTRY INFORMATION:

HOW TO SUBMIT ONLINE

ONLINE SUBMISSIONS

SMPS uses a system called Submittable for all online submissions. 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. **Create an 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! Make sure to get your ticket when registration opens, we will see you on the 12th!

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 evaluated on your responses.

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

1. MARKETING OBJECTIVE (450 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 (450 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 (450 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 (450 words)

- What is the intended message of this entry?

5. RESULTS (450 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 (450 words)

- Please provide a creative brief on your entry to convey to the evaluators why your entry should win.

ENTRY SLIDE

This year we are requiring that all submissions include a jpeg graphic highlighting your entry's main points. Graphics will be printed on a board by SMPS to be displayed at the Reign Awards, and will be used for People's Choice voting. Don't forget to upload with your submission, see page 5 for details.

REIGN AWARDS TWENTY 25

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 evaluated completely online.*

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

MCA ENTRY SIMILAR CATEGORIES
We have made it really easy for you if you've submitted to the SMPS Marketing Communications Awards (SMPS HQ Awards).

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)

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. SBE/WMBE/DBE Award

This award is only available to entries submitted by SBE/ WMBE/DBE firms, as designated by the Small Business Administration and the OMWBE. Check this box if you qualify as a SBE/WMBE/DBE firm and would like your entry to be considered for this award. Submissions will be evaluated based on the impact and reach of the marketing campaign/project and winner will be chosen by the evaluators.

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

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 celebration.

10. Best in Show Award – All Entries are Eligible

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

ENTRY DISPLAY BOARDS

Applicants will submit a design for a 24” x 36” PDF board highlighting your entry’s main points. This is required for each submission and will be printed by SMPS. Please see below for the board template and an example from a previous year. You will be required to submit your final board via a JPEG file (1200 × 1500 pixel) or a PDF file through submittable when filling out your application. Don’t forget to add your firm’s logo on your board!

THIS IS THE BOARD TEMPLATE THAT SMPS USES. THIS IS SHOWN AS A REFERENCE. YOU DO NOT NEED TO PROVIDE ANY OF THE LOGOS OR EXTRA INFORMATION.

PROJECT ENTRY NAME

CATEGORY NAME HERE

REIGN AWARDS

PROJECT CONTENT HERE.

This box is the 22" x 28" jpeg image that you upload to Submittable.
Make sure your logo is included in the image.
SMPS will write the project entry name and the category entry name on the final product.

smps Seattle

COPIERS NORTHWEST New Ideas. New Solutions.

THIS IS THE CONTENT YOU PROVIDE SMPS.



PLEASE DO NOT FORGET YOUR FIRM’S LOGO!

smps | Seattle

QUESTIONS?

Contact Hannah Ratzke, SMPS Seattle Reign Awards Co-Chair at hratzke@hwlochner.com.

THANK YOU FOR SUBMITTING TO THE 2025 SMPS SEATTLE REIGN AWARDS!

REIGN AWARDS TWENTY 25