



## 2010 Baltimore AMA Marketing Excellence Awards ENTRY FORM

The Baltimore Chapter of the American Marketing Association's Marketing Excellence Award is given each year to a company or agency that plans and implements the best local marketing campaign and can demonstrate the campaign's success with measurable results. Entries must consist of marketing materials first used between January 1, 2009 and December 31, 2009. All information and materials provided to the judges are reviewed in confidence and will be returned upon request. Explanation of goals and reporting of specific results are critical to the judge's evaluation of entries.

**Deadline: 5:00 p.m. on Friday, May 14, 2010. The entry fee is \$50 for non-members; free for AMA members.**

**Name of Organization:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Contact and Title:** \_\_\_\_\_

**Contact Phone:** \_\_\_\_\_ **Email Address:** \_\_\_\_\_

### Marketing Category (please choose from the following list of categories):

- |                                     |   |  |
|-------------------------------------|---|--|
| <input type="checkbox"/> Education  | <input type="checkbox"/> Financial Services | <input type="checkbox"/> Food Service & Restaurant |
| <input type="checkbox"/> Healthcare | <input type="checkbox"/> Non-profit         | <input type="checkbox"/> Retail                    |
| <input type="checkbox"/> Technology | <input type="checkbox"/> Local Campaign     | <input type="checkbox"/> Other                     |

**Using this form as your cover page, address each of the following on no more than one page per area, using the questions provided as guidelines for your answers.**

**I. Entry Overview:** Briefly describe your organization. What is your market, product and target audience?

**II. Situation Analysis:** Was there a marketing problem you were trying to solve? What prompted you to develop this particular marketing plan?

**III. Goals & Objectives:** What were you trying to achieve? Include measurable results. What rationale did you use to set your goals? What research did you use to develop your plan?

**IV. Strategy:** What was your plan?

**V. Implementation:** How was your plan implemented? Include creative approaches and cost factors. How did you marshal forces within your organization to accomplish your objectives? What internal activities supported the plan?

**VI. Results:** What happened? How did you measure the results? How did you tie results to campaign activities to establish your goals?

**VII. Excellence Factor:** What sets your organization apart from others?

**Please submit complete, typed entry form and responses with all supporting materials – brochures, ads, tv or radio spots, videos, newsletters, etc. at <http://amabaltimore.org/awards>.**

**Non-members can send a \$50 check for the entry fee made out to "AMA-Baltimore" – by 5:00 pm on, May 14, 2010, to: Kimberly Beckham c/o BiolinScientific 514 Progress Dr., Suite G, Linthicum Heights, MD 21090**

**IMPORTANT NOTE:** Applying companies or agencies must be based in the AMA's Baltimore Chapter region -- includes all of Maryland and portions of South Central Pennsylvania. Agencies may apply on behalf of their clients, but the awards are given to and in the name of the client company, not the agency. Finalists are expected give a short presentation summarizing the submitted campaign at the Marketing Excellence Awards banquet on June 3, 2010, at XXX in Baltimore, Maryland.