

# 2012 Marketing Excellence Awards **ENTRY FORM**



AMERICAN  
MARKETING  
ASSOCIATION  
BALTIMORE

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, 2011 and December 31, 2011. 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.

**Application Deadline: 5:00pm, Friday, April 6, 2012.**

**Entry Fee: Free for AMA Baltimore members, \$50 for non-members.**

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

**Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **State:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

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

**Using this form as your cover page, address each of 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:** What was the marketing problem you were trying to solve?
- III. **Goals & Objectives:** What were you trying to achieve? Include measurable results.
- IV. **Strategy:** What was your strategic plan?
- V. **Implementation:** How did you implement the above plan? Include creative approaches and cost factors. How did you marshal forces within organization to accomplish objectives?
- VI. **Results:** What were the tangible outcomes of the initiative?
- VII. **Excellence Factor:** What sets your campaign and/or organization apart from the rest?

**Please submit complete, typed entry form and responses with supporting materials – brochures, ads, tv or radio spots, videos, newsletters, to [programming@amabaltimore.org](mailto:programming@amabaltimore.org).**

**Non-members will be billed for payment via EventBrite upon submission of form. Payment is expected within 5 days of invoice.**

**Important Note:** Applying companies or agencies must be based in AMA Baltimore's region, including all of Maryland and portions of South and Central Pennsylvania. Agencies may apply on behalf of their clients, but the awards are given in the name of the client company, not the agency. Finalists are expected to give a short presentation at the annual Marketing Excellence Awards dinner in June in Baltimore, MD.