



2012 TARGET AWARDS ENTRY FORM *OVERVIEW*

The 2012 Target Awards is now accepting direct marketing entries produced between January 1, 2011 and December 31, 2011.

DIRECTIONS

- Read “Terms & Conditions” and “Accepted Formats/ Media” (pages 6-7)
- Fill out the sections A,B, and C of this official entry form (pages 2-5)
- Mail or hand deliver the following no later than **5 p.m., March 16 , 2012**
 - ***(late entries due by March 23, 2012 incur a \$10 per-day late fee)***
 1. Entry form
 2. Submission material
 3. Entry fee (make checks payable to **dma**Detroit)

More than one entry is acceptable – include an official entry form with each submission. Refer to the official entry rules for instructions.

Send entries to: Attention: Nowell Manus
 Ziebart International Corporation
 1290 E. Maple Rd.
 Troy, MI 48083

Questions? **dma**Detroit Office
 (248) 955-8151



2012 TARGET AWARDS ENTRY FORM

SECTION A

Mount on back of Show Set only. Do not include with Judging Set

Category Name _____

Title of Entry _____

Advertiser/ Client Name _____

Agency/ Company (*submitting entry*) _____

Contact Name _____

Contact Phone _____ Contact Email _____

Street Address _____

City, State, ZIP _____

Credits (*include name and title*) _____



2012 TARGET AWARDS ENTRY FORM

SECTION B

Mount on back of Show Set and include in Judging Set. Do NOT include your agency/company name in this section

Category Name _____

Campaign Budget , please only check one (M = 1,000): \$500/M or under ___ \$501/M or over ___

Title of Entry _____

Advertiser/ Client Name _____

Contact Name _____

Entered/Planning to Enter in 2012 DMA ECHO? (*please circle one*) YES NO

Timing of Program (*dates mailed, frequency*)

Product Description (*describe the primary product or service – max. 50 words*)

Describe the marketplace challenge (*Description should briefly recap industry trends, the competitive environment, and brand positioning – max. 375 words*)

Target Audience (*list specification, demographics, geography, country, B2B, B2C, or both*)

Define the audience (*who were you trying to influence – max.100 words*)

How large was the target? (*quantity*)



What was the marketing strategy (*include objectives and rationales - max. 375 words*)

What were your marketing tactics? (*include offer, timing and media – max. 500 words*)

What was the creative strategy? (*Describe why and how the creative idea was compelling to the target audience. What was the central message and why was this chosen – max. 500 words*)

What were the results? (*How effectively did your campaign meet your objectives? – max. 325 words*)

Please quantify with as much numeric detail as possible, and show how the results relate back to the stated objectives, e.g., response rate, cost per acquisition, average gift size, etc. Index formats are acceptable, but must be defined. You may, if you wish, express results as a percentage improvement over control or previous campaign, e.g., mailing out pulled control by 25%, cost-per-lead decreased by \$5.00 or 30%, etc. Please be sure to include why these results are noteworthy for your industry. Supply only information related directly to this program. All monetary figures must be stated in U.S. dollars. The more specific you can be, the better your chances for receiving higher scores from the judges

Total cost (*Cost in U.S. dollars to create and deliver advertising in this specific campaign. Please specify what is included and whether this is a test or rollout. Specifics are preferred but at minimum a range is acceptable*)

Was this a test or rollout?

Additional Reasons why you consider this program to deserve the Golden Target Award? (*What makes this a breakthrough campaign? What differentiates it from others in its category or industry? – max. 100 words*)

FOR JUDGE'S USE ONLY:

Entry Number: _____ Date judging complete: _____



2012 TARGET AWARDS ENTRY FORM

SECTION C

Vendor Release Form

The agency who implemented this program _____
give their vendor _____
permission to enter this program in the 2012 dmaDetroit Target Awards.

Signed _____

Company _____

Title _____

Date _____



2012 TARGET AWARDS ENTRY FORM

Terms & Conditions

The dmaDetroit Target Awards assumes all entries are original and the entrant either owns the work or has permission from the owner's approved agent to enter the work, with all rights granted therein. The DMADETROIT Target Awards shall not be liable for any trademark or copyright infringement on the part of the entrant.

Submission of any entry acknowledges the right of the dmaDetroit Target Awards to use it for exhibition, promotion and publication purposes in any medium.

Timely submission of an entry meeting the eligibility requirements and payment of the entry fee as stated herein ensures that an entrant's work will be reviewed and considered for recognition. No other representation or warranty is made by the Target Awards concerning entries and all implied warranties are hereby expressly disclaimed.

If an entry receives an award, the manner and details of announcing such nomination and award is strictly within the discretion of the dmaDetroit Target Awards. Entrant understands that all awards may not be presented to awardees or publicized in the same manner and some may be presented in a ceremony and others may not at the discretion of the dmaDetroit.

2012 TARGET AWARDS ENTRY FORM

Accepted Formats/ Media

Alternative/Insert Media

Non-traditional media and all other forms of media including package inserts, card packs, billboards, transit advertising, take ones, door hangers, kiosks, point-of-sale materials, and all other forms of media. Submit actual samples. If actual samples cannot be submitted due to size or complexity, please send one or more photographs (8 1/2" x 11").

Catalog

Promotional piece that includes specific product descriptions of multiple items, designed to generate retail traffic or non-store orders. Includes printed and electronic formats. Submit an actual sample of printed catalog (including order form). For online catalog, upload digital elements to a CD/DVD.

Direct Mail All direct mail either flat or dimensional delivered to home or office by conventional postal services, courier or messenger. Submit one actual sample. If actual dimensional piece is not available, you may send one or more color photographs (8 1/2" x 11").



E-Mail and Instant Messaging

E-mail, instant text messaging on pcs (mobile messaging is a separate category). Any format is acceptable that best represents the execution.

Mobile

Mobile messaging. Permission based marketing message delivered through a mobile phone, PDA or other mobile device. Submit mobile messaging samples in one of the following formats: QuickTime or Windows Media Player. Identify PC or MAC compatibility.

Print

Space advertisements, including free-standing inserts (FSI) in publications. Submit one actual sample of tear sheet or insert. Please mark clearly whether it is a magazine or newspaper ad and give publication dates. Photographic reproductions are not allowed. For split runs, please state how split was done.

Search Engine Marketing

Search engine optimization (SEO) and paid pay-per-click (PPC) advertising. All entries must be self-running applications and must be submitted for review in an appropriate digital form. For pay-per-click (PPC) ads, submit screen captures or reproductions. For SEO, please provide relevant Web page(s) or site URL and submit associated results (screen captures of search rank, traffic data, etc.). Please indicate PC or MAC format for attachments.

Telemarketing

Telephone sales and services programs. For outbound, submit a hard copy of the call guide (script). If available, a recording can also be submitted via CD/DVD. For inbound, submit source of calls, script, screens, etc.

TV/Video/Radio

Broadcast advertisements in both spot and program length format. Submit TV and Radio samples via CD/DVD using QuickTime or Windows Media Player. Identify PC or MAC compatibility. A hard copy of the script or storyboard must also be provided. Note: If TV/Video/Radio submission is larger than 25 megs, please submit advertisement on a DVD.

Web Advertising

Web ads and online advertising other than search (search is a separate category). All entries must be self-running applications and must be submitted for review in an appropriate digital form. If the execution is still "live" please provide the URL. If not "live", hard copies or the best representation are appropriate to submit.

Web Development

Websites, blogs and web development. This is content that is not paid web advertising. All entries must be self-running applications and must be submitted for review in an appropriate digital form. If the execution is still "live" please provide the URL. If not "live", hard copies or the best representation are appropriate to submit.

Other

Non-traditional media not covered by the above categories. Please submit sample demonstrative of the marketing channel used.

NOTE: Videotapes and audiocassettes are not accepted!