

**Direct marketers  
at your agency  
are in dire need  
of recognition.**

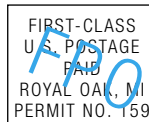
Don't ignore  
this chance  
to help.



32621 GRAND RIVER AVE  
FARMINGTON, MI 48336



Product group from well-managed  
forests, controlled sources and  
recycled wood or fiber  
www.fsc.org Cert no. XXX-XXX-0000  
© 1996 Forest Stewardship Council



Enter the 2010 Target Awards.

**At a cost of  
just 34¢ a day,  
your entry  
could remove  
the “un” from  
unappreciated  
direct marketer.**

2010 DMAD Target Awards  
A heartfelt call for entries



# New ways to touch a kudos-deprived marketer's heart.

## Honorable mention category, afterglow party, and more.

Kudos. Compliments. Pats on the back. For the lucky few in our profession, these much-needed accolades are as common as client revisions. But sadly, many direct marketers go weeks or even months without so much as a "hey, thanks." That's why the Direct Marketing Association of Detroit is making this heartfelt plea for entries.

By entering the 2010 DMAD Target Awards and showing employees at your agency that their work is top-notch, you can forever eliminate the "under" from undervalued. To aid this worthy cause, the DMAD has created a new Honorable Mention Award so even more kudos-deprived marketers can be recognized.

In addition, we've added an Attaboy/Attagirl Afterglow Party where compliments will flow as freely as the cocktails. So please enter the 2010 DMAD Target Awards. Because nothing lifts a spirit like lifting a trophy.

## Join us on Facebook® and Twitter.™

Search "DMAD" on Facebook and click on "DMAD Detroit." Visit our Twitter page at [twitter.com/TargetAwards](http://twitter.com/TargetAwards).

More  
than an  
awards  
show.

A chance  
to change  
a life.



### Adam H. *Recognition-Starved Copywriter*

Meet Adam, a Detroit-area copywriter who has been starved of recognition. Despite producing outstanding work, Adam finds himself stalked by deadline-crazed AEs. Pressured by art directors to make paragraphs of copy fit in matchbox-size spaces. And stripped of his professional dignity by clients who rewrite a week's worth of his headlines during a 10-minute conference call. For an entry fee of \$125 – a mere 34¢ a day – Adam's agency could make it all worthwhile by giving him the chance to enjoy a veritable feast of recognition as a Target Award winner.

**Help writers like Adam at your agency.  
Enter the DMAD Target Awards.**

**Entry Guidelines** Your entry can help dozens (if that's how many you list on the credits).

**Campaign dates**

To qualify, campaigns must have been produced between January 1, 2009, and December 31, 2009.

**Eligibility**

Michigan advertisers, agencies, and suppliers are eligible even if the work was created for a client outside of Michigan. Out-of-state agencies whose entry was created for a Michigan-based client are also eligible. At least one of the 12 judging categories must have been used in a direct-marketing medium.

**Qualifying media**

- Alternative/Insert Media
- Catalog
- Direct Mail
- E-mail and Instant Messaging
- Mobile
- Print
- Search Engine Marketing
- Telemarketing
- TV/Video/Radio
- Web Advertising
- Web Development

For a complete description of each qualifying media, please visit [dmad.org](http://dmad.org).

**How To Enter**

- 1 Download your entry form from [dmad.org](http://dmad.org).
- 2 Complete a form for each entry you submit – make sure to complete a new form for every entry. Unfortunately, incomplete entries will not be judged.
- 3 Each entry may be entered in only one category.
- 4 Make three photocopies of your finished entry form and send them with your entry.
- 5 Each vendor-submitted entry must include a completed and signed release form. Blank forms may be photocopied and completed (available at [dmad.org](http://dmad.org)).
- 6 Submit your entry form(s) and two separate sets of the elements for each entry: a show set and a judging set (for details, see **Set Creation** at end of this brochure).

**Katy G.**  
*Embattled Account Supervisor*

This is Katy, an account supervisor who spends her days caught in the endless crossfire of clients screaming “I want!” and creatives shouting “I won’t!” This past year, Katy has helped shape and sell many exceptional creative ideas. But the only gratitude she’s received is a stack of new assignments that will thrust her right back into the ad world’s equivalent of the Hatfields and McCoys. While hazard pay may be most appropriate, Katy’s agency can do something even better: Enter her work in the 2010 Target Awards. A win would bring untold glory to her embattled work life.

**Is there a Katy at your agency?  
Offer hope by entering the Target Awards.**

**Gratitude is just a detailed, multipage entry form away.**



## Categories

The 2010 Target Awards are categorized, judged, and presented in 12 Primary Business Categories and then broken down by campaign budget (\$500M and under or \$501M+).

The creative elements of your campaign or program can only be entered in the competition once. A first, second, and third place may be awarded in each category. This year, we are adding Honorable Mention Awards to recognize one entry from the Automotive category and one entry from outside the Automotive category that deserve merit, but were not chosen as first-, second-, or third-place winners. Please choose the business category that most accurately describes the product or service. The Target Awards committee reserves the right to determine whether entries have been submitted in proper categories and can reassign entries (if necessary) according to the rules.

**Automotive** Programs designed to generate automotive dealer traffic; promote brand/model loyalty; and/or market new or used vehicle sales or leasing, parts, or accessories. Includes programs developed by automobile manufacturers and marketing organizations, fleet operators, leasing companies, dealer groups, and individual dealerships.

**Business and Consumer Services** Programs to market non-product offerings, including home and office maintenance, employee recruitment, postal/delivery services, government programs, professional services, and educational programs. Does not include financial, travel, communications, or health-related services.

**Communications/Utilities** Programs initiated by communications or utility companies, such as telecommunications carriers, electric or gas power companies, satellite or cable TV franchise operators, or Internet and broadband service providers, designed to generate sales, inquiries, or support; increase/maintain share; or increase distribution for their products and services.

**Financial Products and Services** Programs to market banking, securities, investments, loans, real estate, credit cards, or other financial products or services.

**Information Technologies** Programs to market computer hardware, software, accessories, services, and/or upgrades, including educational programs sponsored by companies that market IT products. Does not include electronic entertainment (gaming) products.

**Insurance** Programs that support the marketing of insurance products and services to consumers or businesses. Includes agent support programs, health benefits/maintenance plans, and third-party insurance offers.

**Not-for-Profit** Programs generated by not-for-profit organizations, such as charitable foundations, cultural institutions, trade associations, or political/advocacy groups. Includes fundraising, public health and safety, public service, and educational programs.

**Pharmaceutical/Healthcare** Programs created by pharmaceutical companies, healthcare providers (such as hospitals and clinics), government-run health initiatives, and manufacturers of health-related items designed to promote products and services that benefit general health. Does not include fundraising efforts for hospitals and health-related causes or professional recruitment efforts.

(continued)

### Liz V.

#### ***Unappreciated Print Producer***

Liz is a print producer at a Detroit ad shop where TV is king and broadcast producers get wined and dined at LA hot spots. Few care about the tri-fold self-mailer that required Liz to spend two nights at a press check in Gary, Indiana, where she ate three of her meals at a local truck stop. Adding insult to inequity, no one took the time to thank Liz when the mailer produced an impressive 4.7% response. This lack of appreciation is harder for Liz to stomach than the truck stop's Big Rig Breakfast. But her agency has a cure. Submit the mailer to the 2010 Target Awards and give Liz a taste of something she'll find very palatable: gratitude.

**Liz's story is far too common.  
Help everyone have a happy ending.  
Enter the Target Awards.**



**So many  
ways  
to make a  
difference.**

**Categories**  
(continued) **Your thoughtfulness  
can be continued too.**

**Product Manufacturing and Distribution** Programs initiated by manufacturers or their non-retailing intermediaries to generate sales, inquiries, or support; enhance brand loyalty; increase/maintain market share; or expand distribution channels for their products. This includes packaged goods offerings, such as food/grocery products, beverages, personal care products (not pharmaceuticals or medications), industrial products, and cleaning supplies. Does not include automotive, telecom, and computer and technology manufacturers or distributors.

**Publishing/Entertainment** Programs to generate single sales or subscriptions for printed or electronic publications, including books, magazines, newsletters, e-newsletters, periodicals, or websites; drive ticket sales or traffic for films or theatrical events; stimulate viewership of television programming; promote electronic games and software; or stimulate contest entries or lottery participation.

**Retail and Direct Sales** Programs created by retail establishments or non-retail enterprises to generate traffic, inquiries, sales, or loyalty or to enhance employee relations. Includes businesses such as department stores, specialty shops, equipment dealers, auto parts stores (but not auto dealerships), restaurants, health clubs/spas/grooming establishments, catalogers, mail order companies, continuity plans, video or music clubs, membership programs, and buying clubs. Also includes online and TV shopping enterprises.

**Travel and Hospitality/Transportation** Programs to generate inquiries, sales, or traffic for marketers of travel and transportation services, such as airlines, hotels, car rental firms, mass transit systems, tourism boards, cultural attractions, sports/entertainment venues, and timeshare/vacation properties. Does not include programs from automobile manufacturers, dealers, or fleet operators, benefits/maintenance plans, and third-party insurance offers.

**Special Awards** There is no "call for entries" for these awards. The winners are selected by our committee, based solely on the merit of the piece in the case of the Golden Target Award, and the career accomplishments of the individual in the case of the Lifetime Achievement Award.

**Golden Target Award** This coveted award is presented for the single best entry. It is our most prestigious award, honoring the "Best in Show."

**Lifetime Achievement Award** The DMAD board bestows this honor upon an individual who has made his or her mark in the Detroit direct marketing industry throughout an entire career.

**Echo Awards** If you win a first-place Target Award and have submitted the same work for an ECHO Award by April 23, you will be automatically moved to the second round of the ECHO Awards. For ECHO information, visit [www.dma-echo.org](http://www.dma-echo.org).



**Sometimes,  
SAD isn't just  
an acronym  
for Senior  
Art Director.**

**Tami G.**  
*PDF'd-Off Art Director*

This is Tami, a Detroit-based art director whose diverse skill set enables her to move nimbly from DM to collateral to POS. Unfortunately, there's only one skill that Tami's account team seems interested in: her ability to create PDFs. She can't kern a word without one of them exclaiming, "I need a PDF!" For Tami, those three letters have become a four-letter word. But there is hope, and it comes in the form of a seven-letter word: T-A-R-G-E-T-S. By ensuring the creative work that Tami makes into PDFs is also made into Target entries, the account team can show Tami how much they appreciate all of her skills.

**Offer ADs like Tami a chance...  
to be recognized.  
Enter their work in the Target Awards.**

## Set Creation & Delivery Guidelines

### To create your show set:

Mount a representative sample of original (not photocopied) work elements for your entry on one 18" x 24" foam board. Show your best pieces; only ONE board will be displayed at the ceremony.

Attach a photocopy of Section A and Section B of your entry form to the front of your board. Only one edge of the form needs to be attached to the board.

For multidimensional packages, send two sets (one mounted) or photos. For broadcast components, include storyboards, scripts, and video/CDs/DVDs.

### To create your judging set:

Send the second set of the assembled entry pieces unmounted in a plain 9" x 12" envelope (no corporate or agency identification) along with a copy of Section B of the completed entry form. (Do not include Section A of the entry form with this entry.)

Label the envelope with the category name and title of entry. Please do not seal the envelope.

Contestant documentation: Include a second photocopy of your show set entry form with Section A and Section B completed for 2010 Target Awards Committee data entry.

Entries must be received by March 16, 2010.

First entry is \$125 for members (additional entries \$75)  
\$175 for non-members (additional entries \$125)

Entries received after March 16 and until March 20 will incur a \$10-per-day late fee, which will be applied to normal rates. Entries will not be accepted after 5 p.m. on March 20.

Please make checks payable to:  
Direct Marketing Association of Detroit

Send or deliver entries to:  
Attention: Toni Holmes  
DMAD Office  
32621 Grand River Ave.  
Farmington, MI 48336  
248.478.4888

(Located in Carrollton Services offices, next to the Chicken King restaurant.)

# Entries due March 16<sup>th</sup>



### Joe K. Ignored Digital Strategist

Over the past decade, Joe has helped his Detroit agency venture into the farthest reaches of the digital space. Thanks to Joe's efforts, the agency and its clients have not overlooked any new online technology or capability. But sadly, there is one important digital element they did overlook: Joe. Fortunately, Joe's agency has a simple way of expressing its thanks for all that Joe has done: Enter his digital work in the 2010 DMAD Target Awards. After all, if it weren't for Joe, they might not even know how to download the entry form at [dmad.org](http://dmad.org).

Are you ignoring a Joe?  
Don't ignore the solution.  
Enter the Target Awards.



## Judging Criteria

It feels good to make others feel good!

Your work will be judged on the following:

- Overall objectives and marketing categories
- Copy and graphic design
- Production professionalism
- Response rates or other results\*

An independent, U.S. direct marketing association, located outside of Michigan, will conduct the judging. To eliminate bias on the part of the judges, participating agencies will not be identified.

\*It is recommended that results be stated as an absolute number, index, or percentage. If, due to corporate policy, absolute numbers for an entry cannot be provided, you should indicate that fact and present results as an index to describe success over the control or previous program performance. For example, if the control program responded at 5.0 percent, it would be assigned an index number of 100.

An entry with a response at 7.5 percent would be indexed at 150 since it responded 1.5 times better than the control. Projections versus actual results figures may be submitted only where there are no control or prior program results to compare the entry against.

"No Response Intended" does not lend itself to the empirical evaluation employed by most direct marketing promotions. Your entry will be subjectively judged based on the information you supply regarding promotion objectives, promotions continuity, professionalism, etc. Judges will better understand and more accurately evaluate your entry if you present a clear and concise description of your promotion's objectives.

## Credits

Letter Shop Sevices donated by Wolverine Solutions Group  
Printing donated by Allied Printing Company  
Sterling Ultra Dull 100# Text donated by Xpedx Seaman-Patrick Group  
Photography ©2010 Joe Vaughn  
Concept by Campbell-Ewald

RECYCLE  
PLEASE  
[recycleplease.org](http://recycleplease.org)