



AIM AWARDS

ACHIEVEMENT IN MARKETING

2011 Call for Entries

Guidelines and Submission Process

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About the AIM Awards and NAMA

AIM Awards

Strategy. Execution. Results. Whether you tweet, design, strategize, distribute, code or sell, it's all in the name of marketing. And now you have a chance to get big-time recognition for your work.

The Achievement in Marketing awards, sponsored by the Nashville chapter of the American Marketing Association, are a celebration of the work marketers produce and, more importantly, the results they achieve.

Budget, industry, marketing mix or design by themselves are irrelevant to the AIM awards. AIM honors those who achieve or exceed their own intentions.

Distinguished Marketer of the Year

Marketing is a coalescence of creativity and strategy, two elements that don't always come together easily. But when they do, it is sheer brilliance. That brilliance is often the work of many with a leader who inspires and empowers, enabling great ideas to become a reality. The Distinguished Marketer of the Year Award recognizes one such individual. The Distinguished Marketer of the Year is a person who contributed their talent, leadership and vision to their organization and the marketing industry. Nomination submissions are free and self-nominations are welcome.

NAMA

The Nashville Chapter of the American Marketing Association, NAMA, is one of 75 local AMA chapters in the United States and Canada. We provide networking, educational, and volunteer opportunities to help marketing professionals throughout Middle Tennessee and increase the professionalism of our industry in the community.

Founded in the late 1960s, NAMA is stronger than ever today. The Nashville Chapter's membership has nearly tripled since 2004. With more than 260 current members, the Nashville AMA is one of the fastest-growing chapters in the country. We represent a diverse group of professionals from all facets of marketing including research, branding, communications, digital media, advertising, public relations, sales and consulting.

Our Mission Statement is "To be considered an essential resource to marketing professionals in our region by providing networking opportunities, professional development and the opportunity to contribute to the profession through chapter board participation and leadership."

AIM Awards Entry Categories

1. Marketing Campaign

This category recognizes a complete effort of a campaign or ongoing program. Three or more elements are required.

- 1A. B2B small budget (\$25,000 or less)
- 1B. B2B medium budget (\$26,000 to \$150,000)
- 1C. B2B large budget (\$151,000 +)
- 1D. B2C small budget (\$25,000 or less)
- 1E. B2C medium budget (\$26,000 to \$150,000)
- 1F. B2C large budget (\$151,000 +)
- 1G. Nonprofit

2. Marketing Research

This category recognizes qualitative and quantitative research plans, execution and results.

3. Direct Marketing and Collateral

This category recognizes the use of direct marketing to send its messages directly to the identified target market.

- 3A. Direct Mail
- 3B. Newsletter (printed)
- 3C. Annual Report – Public Company
- 3C. Annual Report – Non-profit
- 3D. Product Brochure
- 3E. Company Brochure

4. Online

This category recognizes marketing efforts that utilize the internet.

- 4A. Website – Business-to-Business
- 4B. Website – Business-to-Consumer
- 4C. Website – Non-profit
- 4D. Online Advertising (single ad or campaign)
- 4E. Online Marketing Campaign
- 4F. Online Blog
- 4G. Online Newsletter
- 4H. Online Social Media Campaign B2B
- 4I. Online Social Media Campaign B2C
- 4J. Online Social Media Campaign Non-profit
- 4K. Online Podcast or Webinar
- 4L. Online Video (on public third-party site)

5. Integrated Public Relations

The category recognizes all elements of public relations.

- 5A. Public Relations Campaign – Single Market
- 5B. Public Relations Campaign – Multiple Markets
- 5C. Public Relations Campaign – Non-profit

6. Branding

This category recognizes corporate identity standards.

- 6A. Logo: New or Redesigned Logo
- 6B. Company Branding/Rebranding
- 6C. Corporate Identity

7. Advertising

This category recognizes paid, one-way communications.

- 7A. Print Advertising (Newspaper, magazines, other)
- 7B. Broadcast Advertising (TV)
- 7C. Broadcast Advertising (Radio)
- 7D. Outdoor (billboard)
- 7E. Non-traditional/Other (Bathroom, buses, etc.)

8. Special Event

This category recognizes all elements of a special event.

- 8A. Event Marketing - Event Under \$100K investment
- 8B. Event Marketing - Event Over \$100K investment

9. Distinguished Marketer of the Year

This award is given to the nominated individual who has demonstrated outstanding service to and excellence in marketing. Nominations are free.

10. Best of Show

This award goes to the campaign or marketing element that the judges feel stands out among the other entries. All submissions are considered for this honor.

Eligibility

The AIM Awards are open to all marketing/creative professionals and students in Nashville and its surrounding areas. You do not have to be a member of NAMA to enter.

All work accepted into The AIM Awards must have first appeared in the marketplace between June 1, 2009, and December 31, 2010. All work must have been produced for commercial purposes. Entries may be submitted by any business or person involved in creating or producing the work, granted proper permissions are obtained and copyrights are observed. All entries must be final versions.

Deadlines and Fees

Deadlines

Deadline: February 4, 2011, 5 p.m. Central Standard Time

Late Deadline (additional fees apply): February 18, 2011, 5 p.m. Central Standard Time

Fees

On or before February 4, 2011

NAMA members: \$40

Non-members: \$65

Late entry: February 5 - February 18, 2011

NAMA members: \$65

Non-members: \$90

Payment

A check for the entry fee or a receipt for online payment must accompany all entries at the time of submission.

Checks should be made out to Nashville American Marketing Association. One check may be submitted for multiple entries.

Online payments can be made at <http://aimawardsregistration.eventbrite.com>.

Evaluation Criteria

You can get a total of 100 points. Up to 40% of your score will be on results.

- 0-5 points
Challenge** What was the challenge? Something critical to the success or survival of the company or organization? Major product launch or corporate initiative? Or just a solid project in a business-as-usual mode? It's all good. Give us some perspective and let us know the challenges you faced.
- 0-5 points
Objectives** What were your objectives? Now we know where you were, we also need to know where you wanted to go. Were your objectives measurable? You get points for being very clear about what you expected to achieve.
- 0-30 points
Strategy** Did you develop a comprehensive strategy?
- 0-20 points
Tactics** Did your tactics all derive from strategy, and did they all support your objectives? Were they well-planned and well-executed?
- 0-40 points
Results** What were the measurable results? Can you demonstrate that the program was a success? Show us!

Final scores will be tabulated by NAMA's CPA, a Deloitte associate.

Submissions

Entries must be submitted in both of two ways: **hardcopy** and **electronic**.

Hardcopies must include:

1. Completed Entry Form - placed in the front pocket of the binder described below. The Entry Form is in this packet, pages 9-10.
2. Check for Entry Fee or receipt from online payment - placed in the front pocket of the binder.
3. 1-inch binder with the following:
 - 1-page Executive Summary [12 point font, single spaced]
 - 300 words maximum documenting the Challenge, plus attachments
 - 300 words maximum documenting the Objectives, plus attachments
 - 650 words maximum documenting the Strategy, plus attachments
 - 650 words maximum Tactics, plus attachments
 - 1,200 words maximum documenting the Results, plus attachments
4. Samples of major creative (website screen shots, brochures, CDs /DVDs of commercials, photographs of trade show booths, etc.). We know that most campaigns include many media and many messages. **However, please limit your creative samples to no more than six different media and no more than two executions per medium per entry. Thank you.**

All Physical and 3-D Entries

Only creative that fits within the entry binder will be accepted.

Film, Video, Audio and Motion Graphics Entries

Submit on DVD playable on a consumer DVD player or QuickTime movie on CD. Audio entries are accepted on Audio CDs. Do not send WAV, AIFF, MP3 or other digital format.

Use a separate DVD/CD for each single entry. Write the title and entry number in pen on the front surface of the DVD/CD. Affix a copy of the completed Entry Form to the DVD/CD case.

Interactive

Do not submit executable files that will attempt to install software onto the judges' computers. These will not be judged. All work submitted should play in a self-contained player in standard Windows operating systems. Entries requiring additional software, fonts, or other non-standard technology will not be judged.

NOTE: The binder exterior should NOT identify the individual, firm or organization submitting the entry.

Send or deliver all entries to the attention of:

AIM Awards

Attn: Ronda Helton

Nashville Symphony

One Symphony Place

Nashville, TN 37201-2031

If hand delivering, AIM submissions will be accepted at the security desk of the Nashville Symphony. There is 15 minute parking.

Electronic submissions:

In a zip file, please upload the following elements to nashvilleama.org/aimawards/submissions/. Zip files should not exceed 30MB.

1. Vector EPS file containing logo of submitting organization
2. 3-5 representative samples of the creative elements of your entry for use in the AIM program, video and on www.nashvilleama.org. All electronic files should be jpeg or tiffs and be at least 300 dpi.
3. Electronic copy of the narrative portion of your entry saved as a PDF.

Contact AIM

For questions regarding the entry process, please feel free to contact:

Kerry Price - 615-251-1967 or kmp@h3gm.com

Ronda Helton - (615) 687-6500 or rhelton@nashvillesymphony.org

AIM Awards Entry Form

Submitter Information

Name _____

Title _____

Company/Organization _____

Web Address _____

Street Address _____

City _____ State _____ Zip _____

Business Phone _____

Email _____

Entry Description

Entry Title _____

150 Word Project Description:

Business for Which the Work Was Done _____

AIM Category (See pages 3-4 of this packet.) _____

Note: There is no limit to the number of entries you can submit. Simply make additional copies of this sheet. A separate binder and fee is required for each entry.

(Entry form continues on the next page.)

The AIM Awards offers entrants the opportunity to have their written case published in part or fully on the NAMA website or in NAMA communications.

We respect that entries may have information deemed confidential. Please indicate whether or not publishing permission is granted for the written entry.

- NO - The AIM Awards and NAMA do not have permission to publish my written entry case. However, by entering The AIM Awards, NAMA reserves the right to publish, reproduce and display the 150 word summary provided in the entry form and the creative material.
- YES - I agree that The AIM Awards and NAMA may publish, reproduce and display my written entry case.
- YES - EDITED VERSION OF MY WRITTEN CASE - By selecting this option, you agree to submit an edited version of your written case if requested by The AIM Awards. However, by entering The AIM Awards, NAMA reserves the right to publish, reproduce and display the 150 word summary provided in the entry form and the creative material.

I certify on behalf of _____ that the information submitted for this entry is a true and accurate portrayal of the case's objectives and results and that the case ran between June 1, 2009 and December 31, 2010.

Signature _____

Name _____

Title _____

Organization _____

Date _____

Official Rules

The Achievement in Marketing (AIM) Awards presented by the Nashville American Marketing Association (NAMA) is the top competition for marketing professionals in the Nashville area.

The AIM Awards are open to any company or person who works in the Nashville MSA or on behalf of a company in the Nashville MSA. In-house marketers, as well as marketing and direct marketing firms, advertising agencies, interactive agencies, PR firms and design firms can enter. However, no entry can be submitted by two entities, e.g., an ad agency and the client company's marketing department. The annual AIM Awards, held every May, recognize winners for marketing excellence in a variety of categories. In addition, one individual is named the Distinguished Marketer of the Year.

Eligibility

The AIM Awards is open to all marketing/creative professionals and students in Nashville and its surrounding areas, you do not have to be a member of NAMA to enter. All work accepted into The AIM Awards must have first appeared in the marketplace between June 1, 2009, and December 31, 2010. All work must have been produced for commercial purposes. Entries may be submitted by any business or person involved in creating or producing the work, granted proper permissions are obtained and copyrights are observed. All entries must be final versions.

Judging

A panel of marketing, advertising and creative professionals from various industries and educational institutions from outside Nashville will judge the AIM Awards. Judging is done on the individual merit of work and the success in accomplishing its intended goals/objectives. Entries will be judged independently, and winners will be determined based upon the merits of the piece.

Winning entries are calculated based on the combined scores of the judges who evaluate each entry and weighted by specific elements. A certified public accountant will tabulate final scores.

Awards

The top-scoring professional entries in each category will receive an award. A Best of Show recipient will be chosen from among the top scoring entries in each category.

Criteria for Distinguished Marketer of the Year Award

Eligible candidates are those men and women who have distinguished themselves in their marketing careers and who have contributed to the betterment of marketing and its reputation.

Nominations for Distinguished Marketer of the Year Award

The judges will consider only candidates who have been formally nominated in accordance with the following rules:

- Each nomination must include a description of the significant contributions the nominee has made to the marketing discipline and cite specific achievements the nominee has made in his/her marketing career.
- Each nomination must be made via the online submission form.
- No illustrations, speeches, books or samples may be included.

All nominations are presented to the judges, who make their selection by secret ballot. The selection of award winners is made at the discretion of the judges, who may choose not to make a selection in any given year.

Winning Entries

After judging is completed, the top three in each category will be notified via e-mail. It is possible that if scores are low, no awards will be given in a certain category. Once finalists are notified, proper credits, proof of rights clearances and any additional requests may be made. NAMA will not publish in print or online any winning entries without adequate proof that all necessary rights to do so have been obtained. All winners will receive their awards at the AIM Awards ceremony in May. All professional entries are eligible for the Best of Show Award. Good luck!

Entry Fees

The AIM Awards entry fee is \$40 for all NAMA members and the non-member entry fee is \$65. Professional submissions must be received by Friday, February 4, 2011. Entries received between February 5, 2011 and February 18, 2011 will be charged a late fee. All entries must be received by February 18, 2011 in order to be judged. There are no additional fees if your entry is selected as the Best of Show. There is one entry fee per piece per category. Work entered into multiple categories is eligible to win multiple awards. We accept checks made out to NAMA (if member, please write member number in the note area on check) or payment via credit card; we accept Visa, MasterCard and American Express. Do not send cash. All entry fees are non-refundable.

How to Enter

Payment for entry fees or a payment receipt must accompany your entries. Complete one Entry Form per company/individual submitting the work. The AIM Awards and NAMA are not responsible for damage or loss of any entry. Entries will not be returned, but can be picked up at the AIM Awards Ceremony in May 2011. Submitters of any work to the AIM Awards acknowledge the right of NAMA and the AIM Awards to use images of that work in its print publications, and on its websites. Downloadable entry forms and additional details can be found at www.nashvilleama.org. If your item is too large to send, or you do not want to part with your only copy, a hi-res image (no larger than 4 MB) of your work can be burned to a CD and included in your entry binder.

All Physical and 3-D Entries

Only creative that fits within the entry binder will be accepted.

Film, Video, Audio and Motion Graphics Entries

Submit on DVD playable on a consumer DVD player or QuickTime movie on CD.

Audio entries are accepted on Audio CDs. Do not send WAV, AIFF, MP3 or other digital format.

Use a separate DVD/CD for each single entry. Write the title and entry number in pen on the front surface of the DVD/CD. Affix a copy of the completed Entry Form to the DVD/CD case.

Interactive

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More Eligibility Information

This awards competition is open to individuals eighteen (18) years of age or older. Proof of age and identity must be furnished upon request. For more details on the judging process, entry submission or rules please go to www.nashvilleama.org. The Nashville chapter of the American Marketing Association reserves the right, at its sole discretion, to cancel, terminate, suspend or amend this competition at any time for any reason. The Nashville chapter of the American Marketing Association further reserves the right to amend these official rules at any time without prior notice, at its sole discretion. The Nashville chapter of the American Marketing Association reserves the right to disqualify any participant for any reason, including, but not limited to, violation of these official rules or infringement of the rights of a third party.

Miscellaneous

This contest is void where prohibited by law. All federal, state and local laws and regulations apply. By entering this, each participant warrants that he or she has read and agrees to abide by all rules and that he or she is not prohibited from participating. Participation constitutes entrant's full and unconditional acceptance of these official rules and the decisions of the Nashville chapter of the American Marketing Association, and its parents, affiliates, employees and agents, which are final, binding and non-negotiable in all respect. Each participant agrees to release, discharge, indemnify and hold harmless the Nashville chapter of the American Marketing Association and its parents affiliates, shareholders, employees, officers, directors, agents, members, representatives, advertising and promotional agencies and sponsors from any liability arising from or related to the competition, including without limitation, personal injury, death, and property damage, and claims based on publicity rights, defamation, or invasion of privacy. By entering, entrants consent to the use of their entry, name or likeness for any reason without additional compensation. Names collected may be used for future marketing purposes.

Further, entrants fully and unconditionally release all claims for consideration, copyright infringement and all other claims of any nature relating to the use of their entry, name or likeness.

For more details on the judging process, entry submission or rules, go to www.nashvilleama.org. Disqualified entries that fail to comply with rules/regulations will not be refunded.

Entry Checklist

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- Upload of zip file (not to exceed 30 MB) with the following:
 - Vector EPS file containing logo of submitting organization
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