



## 2011 NOVA AWARD SUBMISSION REQUIREMENTS



### Entries Due April 8, 2011

#### How To Enter:

Entering is easy. Simply follow these steps. If you do have questions, you can contact a NOVA committee member at: [amaiowanovaentry@gmail.com](mailto:amaiowanovaentry@gmail.com).

1. Complete an individual Entry Form for each entry. Email entry form(s) to: [amaiowanovaentry@gmail.com](mailto:amaiowanovaentry@gmail.com).
2. You will be emailed a login and password within two (2) business days for a secure FTP site.
3. Upload your entry files to a secure FTP site for judging. All entries must be submitted electronically via FTP. Each entry must include:
  - a. Completed Entry Form
  - b. Electronic versions or photos of creative samples (JPEG, PDF, MPEG, WMV, Quicktime, etc).
4. Send payment for your entry. Checks should be made payable to AMA Iowa to:  
P.O. Box 306, Johnston, IA 50131. If you need to be invoiced, please check the appropriate box on the entry form.

<b>Member entries:</b>	<b>\$30 (\$25 for each additional entry)</b>
<b>Non-Member entries:</b>	<b>\$40 (\$35 for each additional entry)</b>
<b>Student entries:</b>	<b>FREE</b>

Direct questions on submissions to: [amaiowanovaentry@gmail.com](mailto:amaiowanovaentry@gmail.com).

#### Determine Your Category:

Choose a category for the type of marketing collateral or campaign designed. You may enter under multiple categories, but you must submit a separate entry form and entry fee for each entry.

##### *Direct Marketing*

Recognizes use of direct marketing to send messages directly to consumers that can be attributed to a specific "call-to-action".

##### *Special Event*

Recognizes all elements of a special work event or function (i.e. conference, trade show, workshop, golf outing).

##### *Emerging Technologies*

Recognizes the foresight and skill it takes to forge new ground in emerging medium(s) (i.e. phone apps, text marketing, QR codes and more).

##### *Interactive Media*

Recognizes use of interactive media to reach audiences through website design, email campaigns, banners and all incorporated media, except social media, which has its own category.

##### *Public Relations*

Recognizes elements of public relations, including Media kits, special events, press releases and PR campaigns.

##### *Marketing Collateral*

Recognizes use of media used to support the sale of a product or service (i.e. white papers, presentations, annual reports, brochures, newsletters).

##### *Advertising*

Recognizes paid, one-way communication through a medium in which the client is identified and the message is controlled by the client (i.e. individual ads, ad series).

##### *Social Media*

Recognizes use of media, such as social networking, blogging, virtual events and podcasts.

##### *Marketing Research*

Recognizes qualitative and quantitative research plans, execution and results (i.e. focus groups, telephone surveys).

##### *Integrated Marketing Campaign*

Recognizes a campaign with a complete strategy or a marketing communication plan that utilizes at least three (3) types of marketing tactics.

##### *Student Category*

Recognizes outstanding and innovative achievement in marketing for a single project or in project marketing strategies.



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### **Judging Criteria:**

Every entry submitted must have a marketing focus and completed between January 1 and December 31, 2010. Materials must be submitted in electronic form and prepared according to the directions or be subject to disqualification.

The AMA Iowa Chapter Awards Program subcommittee sets all judging criteria, tabulates, and certifies the finalists and winners selected by the judges. A panel of marketing professionals from an AMA Chapter outside of Iowa will serve as the judges. The judges make all decisions regarding eligibility, finalists and winners. Judges score for objectives, strategy, tactics and results on a 1 to 10 scale (results are given triple weight). The entry with the highest number of points is the winner in that category. If no entries meet the set minimum requirements in a category. The decision of the judges is final.

Up to three (3) finalists in each category will be selected at the discretion of the judges. A Best of Show winner will also be selected across all categories.

All entries become the property of AMA Iowa and will not be returned.

### **Fees:**

Each entry requires a separate entry fee and must be paid in full prior to the NOVA Awards. You will be invoiced after your entries have been received. Checks should be payable to AMA Iowa Chapter. You may use one payment for multiple entries.

**Member entries:           \$30 (\$25 for each additional entry)**

**Non-Member entries:   \$40 (\$35 for each additional entry)**

**Student entries:           FREE**

### **Finalist Notification:**

Finalists will be notified prior to the Awards Program. All winners from each category will be announced during the program on May 12, 2010.

### **Duplicate Awards:**

Duplicate awards may be purchased from our Award Sponsor, Storey Kenworthy. If you wish to purchase a duplicate award, please mark the appropriate box and information on the entry form. You will be billed directly from Storey Kenworthy.

### **Questions:**

Direct questions on submissions to: [amaiowanovaentry@gmail.com](mailto:amaiowanovaentry@gmail.com).