

AIM Awards

Entry Guidelines

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ENTRY INSTRUCTIONS

Thank you for participating in the Columbus American Marketing Association's AIM Awards. The AIM Awards are an opportunity to showcase your best work within the Columbus marketing community. In an effort to add value to the competition, the Columbus AMA will send entrants their score sheets. The score sheets will allow you to see the basis for your score and view constructive feedback from your peers who volunteer their time to judge the entries and make this competition possible. Once again, thank you for participating in the AIM Awards and we at the Columbus AMA wish you the best of luck.

Entries are free of charge.

1. You work hard to create top quality work and you pay good money to enter it in this competition. Please review the Judging Criteria and Entry Score Sheet so you understand the requirements and give yourself every opportunity to earn the best possible score.
2. Entries must be developed between **October 1, 2013 and September 30, 2014**
3. Submit only one entry per project in a subcategory (e.g. If you developed three print ads for a single project, please submit all three print ads as a single entry.)
4. Entries must be submitted online and creative content must be submitted as a .pdf, .jpg or URL with the appropriate accompanying entry form. Entries and creative content sent by mail will not be accepted.

Each category and subcategory listed below defines the acceptable file formats for the entry and you are responsible for ensuring each submission format is commonly accessible and works. If the format does not work the entry will not be judged.

- If your creative content is hosted on a server inside your organization, test the hyperlink from a location outside your organization.
- If your creative content is hosted on an FTP server, ensure that a password is not required and that the hyperlink points directly to the file. If the judge is unable to determine which file to evaluate because the hyperlink goes to an FTP folder with multiple files, the entry may not be judged.
- A SINGLE (one) PDF document containing all pertinent images attached to the submission email is an acceptable form of submission.
- Please email all entries to programming@columbusama.org

EACH ENTRY SHOULD INCLUDE ITS APPROPRIATE SUBMISSION COVERSHEET AND ANY ACCOMPANYING ELEMENTS FOR THAT SUBMISSION CATEGORY ONLY. ELEMENTS BEING SUBMITTED FOR MORE THAN ONE CATEGORY MUST BE SUBMITTED IN SEPARATE EMAILS.

IF EMAILING THE SUBJECT LINE SHOULD READ: AIM SUBMISSION: [CATEGORY NAME/ SUBCATEGORY]

5. Hyperlinks utilized to showcase your creative content must remain active for at least one month following the AIM Awards Gala.

Please contact the Entries Coordinator at programming@columbusama.org with questions.

AWARDS

- The top score in each subcategory will get a subcategory award.
- The top three scores in each category will get the first, second, and third place category awards.
- The first place winner in each category will compete for the Grand AIM Award, based on comparative points.
- Three overall student winners will be selected and honored.
- First place winners and the Grand AIM winner's materials WILL be showcased publically during the award show.

JUDGING CRITERIA

Entries in categories 1 – 6 will be judged according to six elements adding up to 100 potential points. An entry can earn a good score based two or three strong elements, but for an entry to earn an excellent score all elements must be strong. An entry must earn at least 40 points to be eligible for an award. Please see the Entry Score Sheet for Categories 1 – 6 in Appendix A for additional details. A focus on metrics is highly suggested.

1. **Situation Analysis** *[15 Possible Points]*

The situation, target market, and relevant internal and external factors should be clearly defined. The situation analysis is the starting point for all effective marketing efforts.

2. **Objectives** *[15 Possible Points]*

Objectives should be clearly defined; support the strategy statement; and be specific, timely, and measureable.

3. **Strategy Statement** *[15 Possible Points]*

The strategy should be clearly defined and appropriate given the situation analysis.

4. **Creative Content** *[25 Possible Points]*

Creative content should support the objectives and be of high quality, aesthetically pleasing, original, innovative, and/or unique.

5. **Results** *[20 Possible Points]*

Results should demonstrate that the objectives have been, or are being, achieved.

6. **Overall Impression** *[10 Possible Points]*

The judge may comment on the overall feel of the entry and give suggestions for improvement.

Scoring Guide for Categories 1-6		
Excellent	80-100 points	Exceptional Strategic Definition with Excellent Results and Creative Content

Very Good	60-79 points	Appropriate Strategic Definition with Effective Results and Creative Content
Good	40-59 points	Appropriate Strategic Definition with Effective Results and/or Creative Content
Fair	20-39 points	Deficient Strategic Definition with Fair Results and/or Creative Content
Problematic	0-19 points	Deficient Strategic Definition with Poor Results and Creative Content

Entries in **Category 7** – Design Elements will be judged only on the situation analysis and creative content adding up to 40 potential points. See Category 7 in the Entry Categories section for additional details.

Category 8 – Marketing Research is fundamentally different from the other categories and as such, it will be judged according to its own unique criteria. See Category 8 in the Entry Categories section for additional details. AIM Awards Entry Guidelines Page 4

Entries in **Categories 9 & 10 (Best Idea Rejected by the Client & Marketing Scholar)** will be judged according to the elements relevant to their base category (*i.e.* Category 1 – 8). See Categories 9 & 10 in the Entry Categories section for additional details.

Entries in **Category 11 (Educational Institution of the Year)** will be judged according to criteria on form found on Page 14.

ENTRY CATEGORIES

1. ADVERTISING

Judging Criteria: Entries in this category will be judged on the strength of the situation analysis, strategy statement, objectives, creative content, results, and overall impression. An entry must earn at least 40 points to be eligible for an award.

1A. Print Advertising

Media: Advertisement in a Print Publication (Magazine, Newspaper, Trade Journal, etc.)

Acceptable Creative Content File Format: Hyperlink to a Single PDF Document Showing the Advertisement(s) or an attached Single PDF Document Showing the Advertisement(s)

1B. Television Advertising

Media: Television

Acceptable Creative Content File Format: Hyperlink to a YouTube Video for Each Advertisement (*Note:* Please contact the Entries Coordinator at programming@columbusama.org if your advertisement utilizes music subject to copyright law because YouTube does not permit copyrighted music.)

1C. Radio Advertising

Media: Radio

Acceptable Creative Content File Format: Hyperlink to an MP3 or a WAV File or attached MP3 or WAV File

1D. Outdoor Advertising

Media: Signage, Billboard, Public Transportation, Wrap Advertising, etc.

Acceptable Creative Content File Format: Hyperlink to a Single PDF Document Showing the advertisement(s), or an attached Single PDF Document Showing the Advertisement(s)

1E. Indoor Advertising

Media: Point-of-Sale (POS) Displays, Poster, Restroom, etc.

Acceptable Creative Content File Format: Hyperlink to a Single PDF Document Showing the advertisement(s), or an attached Single PDF Document Showing the Advertisement(s)

1F. Direct Mail

Media: Mail

Acceptable Creative Content File Format: Hyperlink to a Single PDF Document Showing the Direct Mail Piece(s), or an attached Single PDF Document Showing the Mail Piece(s)

1G. Collateral Material

Media: Brochure, Sales Literature, White Paper, etc.

Acceptable Creative Content File Format: Hyperlink to a Single PDF Document Showing the Collateral Material(s), or an attached Single PDF Document Showing the Collateral Material(s)

2. BRANDING OR REBRANDING

Judging Criteria: Entries in this category will be judged on the strength of the situation analysis, strategy statement, objectives, creative content, results, and overall impression. An entry must earn at least 40 points to be eligible for an award.

2A. Corporate Identity

Media: Business Cards, Official Forms, Stationary, etc.

Acceptable Creative Content File Format: Hyperlink to a Single .PDF Document Showing the Corporate Identity Piece(s) or an attached Single .PDF Document Showing the Identity Piece(s)

2B. Packaging

Objective: The use of packaging to encourage potential buyers to purchase a product and to protect the product during distribution, storage, sale, and use.

Media: Graphic Design, Physical Package Design, etc.

Acceptable Creative Content File Format: Hyperlink to a Single .PDF Document Showing Images of the Package(s) or an attached Single .PDF Document Showing the Images of the Package(s)

3. CONFERENCE, SPECIAL EVENT, OR TRADE SHOW

Judging Criteria: Entries in this category will be judged on the strength of the situation analysis, strategy statement, objectives, creative content, results, and overall impression. An entry must earn at least 40 points to be eligible for an award.

3A. Event Marketing

Acceptable Creative Content File Format: Hyperlink to, or an attachment of, a Single PDF Document Showing Images of the Conference, Special Event, or Trade Show

3B. Booth or Display

Acceptable Creative Content File Format: Hyperlink to, or an attachment of, a Single PDF Document Showing Images of the Tradeshow Booth or Display

4. ONLINE MARKETING

Judging Criteria: Entries in this category will be judged on the strength of the situation analysis, strategy statement, objectives, creative content, results, and overall impression. An entry must earn at least 40 points to be eligible for an award.

4A. Website

Media: Website, Microsite, Intranet Site, etc.

Acceptable Creative Content File Format: Hyperlink to the Website, or screenshots included as and attached Single PDF Document

4B. Online Advertising

Media: Online Commercial, Banner Advertisement, Pop-Up Advertisement, etc.

Acceptable Creative Content File Format: Hyperlink to a Website Displaying the Advertisement(s) or a Single PDF Document Showing the Advertisement(s) -- or an attached Single PDF Document Showing the Advertisement(s)

4C. Email Marketing

Media: Email, E-Card, Email Newsletter, etc.

Acceptable Creative Content File Format: Hyperlink to Creative Content or a Single PDF

Document Showing the Creative Content or an attached Single PDF

Document Showing the Advertisement(s) AIM Awards Entry Guidelines Page 6

4D. Search Engine Marketing

Media: Search Engine Optimization, Pay-Per-Click, etc.

Judging Criteria: This category is fundamentally different from the other online marketing categories; entries will be judged according to a different set of criteria. The six Search Engine Marketing criteria are Problem Definition, Research, Recommendation(s), Implementation, Result(s), and Overall Impression adding up to 100 potential points. An entry must earn at least 40 points to be eligible for an award. Please see the Entry Score Sheet for Categories 4D & 8 in Appendix A for additional details. It is assumed that the criteria to be judged will be an integral part of the complete report. Therefore, you may skip the Situation Analysis, Strategy Statement, Objective(s), and Results text boxes when completing the online submission form.

Acceptable Report File Format: Hyperlink to the Complete Report Submitted as a Single PDF Document, or an attached Single PDF document

4E. Social Media or Viral Marketing

Media: Use of a Social Media Website, Podcast, Webisode, Blog, Viral Video, etc.

Acceptable Creative Content File Format: Hyperlink to the Website or an attached Single PDF document containing screenshots/images of critical campaign points

4F. Interactive Marketing

Media: Application Software, Online Game, etc.

Acceptable Creative Content File Format: Hyperlink to Creative Content or to a Single PDF Document Showing the Creative Content, or an attached Single PDF document containing screenshots/images of critical campaign points

4G. Mobile Marketing

Media: Use of Wireless Devices to Provide Time and Location Sensitive Personalized Information

Acceptable Creative Content File Format: Hyperlink to a Single PDF Document Showing the Creative Content, or an attached Single PDF Document containing images of critical Creative Content

4H. Electronic Commerce (e-Commerce)

Media: Facilitates the Buying and Selling of Products/Services on the Internet

Acceptable Creative Content File Format: Hyperlink to a Website that runs the e-Commerce Solution or an attached Single PDF Document containing images of critical e-commerce platform points/solutions

5. PUBLISHING

Judging Criteria: Entries in this category will be judged on the strength of the situation analysis, strategy statement, objectives, creative content, results, and overall impression. An entry must earn at least 40 points to be eligible for an award.

Media: Annual Report, Book, Catalog, Magazines, Newsletter, Trade Journal, etc.

Acceptable Creative Content File Format: Hyperlink to a Single PDF Document Showing the Published Work or an attached Single PDF Document Showing the Published Work

6. MARKETING CAMPAIGN

Judging Criteria: Entries in this category will be judged on the strength of the situation analysis, strategy statement, objectives, creative content, results, and overall impression. An entry must earn at least 40 points to be eligible for an award.

6A. Integrated Marketing Campaign

Acceptable Creative Content File Format: Hyperlink to, or an attachment of, a Single PDF Document Showing the Creative Content

6B. New Product or Service Launch

Acceptable Creative Content File Format: Hyperlink to, or an attachment of, a Single PDF Document Showing the Creative Content AIM Awards Entry Guidelines Page 7

6C. Public Relations Campaign

Acceptable Creative Content File Format: Hyperlink to, or an attachment of, a Single PDF Document Showing the Creative Content

6D. Guerilla Marketing Campaign

Acceptable Creative Content File Format: Hyperlink to, or an attachment of, a Single PDF Document Showing the Creative Content

7. DESIGN ELEMENT

Judging Criteria: Entries in this category will be judged based on the situation analysis and creative content adding up to 40 potential points. An entry must earn at least 20 points to be eligible for an award and an entry in this category is not eligible for the Grand AIM Award. Please see the Entry Score Sheet for Category 7 in Appendix A for additional details.

7A. Logo

Acceptable Creative Content File Format: Hyperlink to, or an attachment of, a Single PDF Document Showing the Logo(s) and Any Variations

7B. Illustration

Acceptable Creative Content File Format: Hyperlink to, or an attachment of, a Single PDF Document Showing the Illustration(s)

7C. Photography

Acceptable Creative Content File Format: Hyperlink to, or an attachment of, a Single PDF Document Showing the Photograph(s)

7D. Cinematography or Video Production

Acceptable Creative Content File Format: Hyperlink to a YouTube Video (Please contact the Entries Coordinator at programming@columbusama.org if your entry utilizes music subject to copyright law because YouTube does not permit copyrighted music.)

7E. Sound or Music

Acceptable Creative Content File Format: Hyperlink to an MP3 or WAV File or an attached sound file

8. MARKETING RESEARCH

The Marketing Research Category is for primary, quantitative or qualitative research projects on a product, service, or issue.

Judging Criteria: This category is fundamentally different from the other categories and as such, entries will be judged according to a different set of criteria. The six Marketing Research criteria are Problem Definition, Research, Recommendation(s), Implementation, Result(s), and Overall Impression adding up to 100 potential points. An entry must earn at least 40 points to be eligible for an award. Please see the Entry

Score Sheet for Category 8 in Appendix A for additional details. It is assumed that the criteria to be judged will be an integral part of the complete report. Therefore, you may skip the Situation Analysis, Strategy Statement, Objective(s), and Results text boxes when completing the online submission form; these text boxes are for Categories 1 – 7.

Acceptable Report File Format: Hyperlink to the Complete Report Submitted as a Single PDF document, or an attached single PDF Document containing critical report elements.

9. BEST IDEA REJECTED BY THE CLIENT

This category pays homage to the brilliant ideas that never saw the light of day. If you had a client who didn't recognize the brilliance of your work and decided to go with a different concept, this is an opportunity to dust off your poor rejected work and give it the recognition it deserves. Because it never saw the light of day, results will not be taken into consideration by the judges and an entry in this category will not be eligible for the Grand AIM Award.

Judging Criteria: Entries in this category will be judged according to the criteria relevant to the base category (i.e. Category 1 – 7).

Media: Base Category/Subcategory for the Entry (i.e. Category/Subcategory 1A – 7E).

Acceptable Creative Content File Format: Base Category/Subcategory for the Entry (i.e. Category/Subcategory 1A – 7E)

10. Marketing Education and Academics

10A. MARKETING SCHOLAR

Students may enter a class project completed for credit; however, an entry in this category is not eligible for the Grand AIM Award.

Judging Criteria: Entries in this category will be judged according to the criteria relevant to the base category (i.e. Category 1 – 8).

Media: Base Category/Subcategory for the Entry (i.e. Category/Subcategory 1A – 8).

Acceptable Creative Content File Format: Base Category/Subcategory for the Entry (i.e. Category/Subcategory 1A – 8).

10B. MARKETING EDUCATOR OF THE YEAR

Students, faculty and the community at large may nominate marketing educators to receive this honor. After receiving the nomination, the awards committee will request of each nominee a summary of the nominee's accomplishments or resume representing his/her impact in marketing education. Please see pg. 17.

11. Educational Institution of the Year:

Judging Criteria: Entries in this category will be judged on the strength of the situation analysis, strategy statement, objectives, creative content, results, and overall impression. An entry must earn at least 40 points to be eligible for an award.

Acceptable Creative Content File Format: Hyperlink to, or an attachment of, a Single PDF Document Showing the Creative Content

See the form on pg. 14 to enter.

ENTRY CATEGORIES/JUDGING CRITERIA CHART

Category	Situation	Strategy	Objectives	Content	Results	Impression
1. ADVERTISING						
1A. Print Advertising	X	X	X	X	X	X
1B. Television Advertising	X	X	X	X	X	X
1C. Radio Advertising	X	X	X	X	X	X
1D. Outdoor Advertising	X	X	X	X	X	X
1E. Indoor Advertising	X	X	X	X	X	X
1F. Direct Mail	X	X	X	X	X	X
1G. Collateral Material	X	X	X	X	X	X
2. BRANDING OR REBRANDING						
2A. Corporate Identity	X	X	X	X	X	X
2B. Packaging	X	X	X	X	X	X
3. CONFERENCE, SPECIAL EVENT OR TRADE SHOW						
3A. Event Marketing	X	X	X	X	X	X
3B. Booth or Display	X	X	X	X	X	X
4. ONLINE MARKETING						
4A. Website	X	X	X	X	X	X
4B. Online Advertising	X	X	X	X	X	X
4C. Email Marketing	X	X	X	X	X	X
4D. Search Engine Mkt.	To be Judged by the Marketing Research Criteria					
4E. Social Media/Viral	X	X	X	X	X	X
4F. Interactive Marketing	X	X	X	X	X	X
4G. Mobile Marketing	X	X	X	X	X	X
5. PUBLISHING						
	X	X	X	X	X	X
6. MARKETING CAMPAIGN						
6A. Integrated Marketing	X	X	X	X	X	X
6B. New Product/Service	X	X	X	X	X	X
6C. Public Relations	X	X	X	X	X	X
6D. Guerilla Marketing	X	X	X	X	X	X
7. DESIGN ELEMENT						
7A. Logo	X			X		
7B. Illustration	X			X		
7C. Photography	X			X		
7D. Cinema/Video	X			X		
7E. Sound/Music	X			X		
8. MARKETING RESEARCH	Problem	Research	Recommend	Implement	Results	Impression
9. BEST REJECTED IDEA	See Base Category					
10. Marketing Education and Academics	See Base Category					
10A. Marketing Scholar	See Base Category					
10B. Marketing Educator Of The Year	See Base Category					
11. Educational Institution of the Year	See Base Category					

Submission Sheet for Categories 1 – 6, 9, 10a & 11

Entrant's Name		Main Category Name & No.	
Email		Subcategory (A-G)	
Entry Title		Subcategory Name	

Please use this as a cover sheet. Expand submission written elements on other pages or continue to type in lines provided.

SITUATION ANALYSIS Possible 15 Points

- Clearly Define Situation (5 Possible Points)
- Clearly Define Target Audience (5 Possible Points)
- Define Relevant Internal and External Factors (5 Possible Points)

OBJECTIVE(S) ____ Possible 15 Points

- Clearly Define Objective(s) (5 Possible Points)
- Define Objective(s) which Support the Strategy (5 Possible Points)
- Offer Specific, Timely and Measureable Objective(s) (5 Possible Points)

STRATEGY STATEMENT ____ Possible 15 Points

- Clearly Define Strategy (5 Possible Points)
- Clearly Define Strategy Appropriate to the Situation Analysis (10 Possible Points)

CREATIVE CONTENT ____ Possible 25 Points

- Demonstrate Creative Content: High Quality, Aesthetically Pleasing, Original, Innovative, and/or Unique (20 Possible Points)
- Creative Content Supports the Objective(s) (5 Possible Points)

RESULT(S) (not applicable for category #9) ____ Possible 20 Points

Results demonstrate that defined objective(s) have been, or are being, achieved.

- Showcase your ROI and other Relevant Metrics Here

OVERALL IMPRESSION ____ Possible 10 Points

Completed by judges

TOTAL POSSIBLE POINTS ____ 100 Points
(80 possible for #9)

Score Sheet for Categories 4D & 8

Search Engine Marketing & Marketing Research

Entrant's Name		Main Category Name & No.	
Email		Subcategory (A-G)	
Entry Title		Subcategory Name	

Please use this as a cover sheet. Expand submission written elements on other pages or continue to type in lines provided.

PROBLEM DEFINITION _____Possible 15 Points

- Clearly Define the Problem or Reason for Performing the Research (10 Possible Points)
- Clearly Define Marketing Objective(s) (5 Possible Points)

RESEARCH _____Possible 25 Points

- Include Information Related to the Target Audience (5 Possible Points)
- Include Information Related to Internal & External Factors (5 Possible Points)
- Research Offers Relevant, Reliable, & Current Information (10 Possible Points)
- Demonstrate: Research is Objective, Methodologically Sound, Well Documented, & Impartial (5)

RECOMMENDATION(S) _____Possible 15 Points

- Recommendation(s) are Clearly Defined (5 Possible Points)
- Recommendation(s) are Supported by the Research (10 Possible Points)

IMPLEMENTATION _____Possible 15 Points

- Demonstrate a Clear Plan to Implement Recommendation(s)

RESULT(S) _____Possible 20 Points

- Results demonstrate that defined objective(s) have been, or are being, achieved.

OVERALL IMPRESSION _____Possible 10 Points

Comment on the overall feel of the entry and give suggestions for improvement.

Completed by judges

TOTAL POSSIBLE SCORE _____100 Points

Scoring Sheet for Category 7 – Design Elements

Entrant’s Name		Main Category Name & No.	
Email		Subcategory (A-G)	
Entry Title		Subcategory Name	

Please use this as a cover sheet. Expand submission written elements on other pages or continue to type in lines provided.

SITUATION ANALYSIS _____Possible 15 Points

- Clearly Define Situation (5 Possible Points)
- Clearly Define Target Audience (5 Possible Points)
- Define Relevant Internal and External Factors (5 Possible Points)

CREATIVE CONTENT _____Possible 25 Points

- Creative Content is of High Quality, Aesthetically Pleasing, Original, Innovative, and/or Unique (20 Possible Points)
- Creative Content Supports the Objective(s) outlined in Situation Analysis (5 Possible Points)

Completed by judges

TOTAL POSSIBLE SCORE _____40 Points

AIM Awards Entry Score Sheet for Category 7 – Design Elements
Email with submission to: programming@columbusama.org

10B. MARKETING EDUCATOR OF THE YEAR

Nominee Required Information

Nominee's Name:

Educational Institution:

Email address:

Phone Number (please indicate if office, home or cell):

Nominator Required Information

Nominator's Name:

Email:

Phone Number (please indicate if office, home or cell):

Summary of the nominee's accomplishments in marketing education.

The nominee will also be asked to personally outline the same statement.

This statement summary should include experiences in curriculum planning and development; American Marketing Association involvement; communication community involvement; significant accomplishments as an educator in his/her field, and institutional and other marketing education activities deserving merit. Please attach or include the statement with the required nomination information.

The nominee will need to return the summary by December 15, 2014

Once nominated, candidates must complete their own application form.

The evidence cited for the Award will normally span a number of years of work.

The application must include:

- A completed nomination (Previously received from nominator)
- A curriculum vitae
- A statement about how the nominee's activities are relevant to the American Marketing Association
(100 words)
- A statement from the nominee addressing the selection criteria provided (of no more than three pages*, minimum 12 font).

This statement summary should include experiences in curriculum planning and development; American Marketing Association involvement; communication community involvement; significant accomplishments as an educator in his/her field, and institutional and other marketing education activities deserving merit.

- Supporting documentation as appendices (up to five pages). This can include student and peer commentary, testimonials, evidence of the nature and role of education-related output, etc.

*Please note: Material exceeding the specified maximum will not be considered.