

The 2012 Summit Creative Award

18th Annual Call for Entries



FINAL EXTENDED DEADLINE: March 7, 2012

Summit Creative Award®

Small and medium-size agencies worldwide produce a great deal of outstanding advertising, yet creative competitions are dominated by large advertising agencies, large clients and large budgets.

Since 1994, the Summit Creative Award has enabled creative firms to receive the recognition they have long deserved. This international competition offers participants a unique opportunity to showcase their talents alongside similarly positioned agencies, and to have their work judged by experts in the advertising field. Our exclusive award-selection process means winners have earned the right to broadcast their achievements far and wide.

Companies and individuals from more than 50 countries and across five continents have participated in this prestigious 18-year competition - the first and best of its kind.

Our organization, whose aim is to laud the creative work of less-than-huge agencies, makes competition affordable and accessible. We offer multiple entry discounts, streamlined internet submissions, many ways to tout winner's achievements, and a friendly, knowledgeable customer service staff. Award certificates and internet medallions are free to winners, and elegant custom trophies are optionally available as well.

Summit International Awards

The Summit International Awards (SIA) organization is dedicated to furthering excellence in the communications industry. It administers three distinguished award competitions throughout the year with the goal of raising the awareness of companies and individuals who have the creative and marketing talent to go beyond the ordinary.

The SIA is the oldest and most prestigious organization conducting an award exclusively for firms with limited billings. Throughout its eighteen-year history, its Creative Award has established itself as one of the premier arbiters of creative and communication excellence. Using stringent evaluation criteria and blind judging processes, its competitions reward only those firms whose work exemplifies the best in its class.

Our organization stands apart by offering a true competitive environment where entries are judged alongside those of their peers, and makes its competitions affordable and accessible to the industry by offering multiple entry discounts, streamlined internet submissions and a friendly, knowledgeable customer service staff. Companies from all over the world invest their promotional dollars for the opportunity to be recognized as a Summit International Award winner.

Mark your calendar for our three annual award competitions:



SCA - Summit Creative Award,
March 7, 2012



MEA - Summit Marketing Effectiveness
Award, June 20, 2012



EMA - Summit Emerging Media Award,
September 19, 2012



GUIDELINES

The Summit Creative Award is for organizations with annual billings below \$30 million. Some organizations are limited to lower maximum billings.

To determine eligibility for a company that does not fall clearly into one of the below categories, e-mail sia@summitawards.com or call 503-297-9979.

- All work submitted must have been completed within the last two calendar years of the final deadline.
- Entries may not have been previously entered in the SCA competition unless 51% of the work has been revised.
- All entries must be submitted for judging exactly as published, aired or implemented and may not be modified for awards entry. The awards may request proof of initial production, publication and/or air date.
- A written translation or adaptation must accompany non-English entries.
- There is no limit to the number of entries a contestant may enter.
- Some entries may qualify for multiple categories; if so, treat as separate submissions.
- The awards reserves the right to reclassify incorrectly classified entries.
- Judges reserve the right to make no award in a category if submissions do not meet their expectations.
- All entries become the property of the awards and cannot be returned. We respect and acknowledge the intellectual copyright of the entering firms' creative work and we will fully protect those rights.

ORGANIZATION	MAXIMUM BILLINGS (in millions)
Advertising agencies, public relations, advertisers (In-house marketing depts), multimedia producers, interactive firms.....	\$30
Video/film/audio production, web design, animation companies	\$25
Graphic design, display/package design.....	\$20
Commercial art/photography	\$15

WINNERS

Winning entries receive the coveted Best of Show, Gold, Silver or Bronze awards. Our high-quality custom trophies are a symbol of creative excellence, and demonstrate that your firm has achieved the pinnacle of advertising and marketing communication. Please see the award's website for the optional trophy selections available to winners.

Judges select Best of Show from among Gold winning entries. Only one Gold winner is selected in a category unless there is a tie. To protect SCA and winner's integrity, the competition's bylaws limit the number of winning entries.

SCA judges from around the globe participate on our jury panels. They represent small, medium and large firms as well as universities, and all are tops in their fields. Judges are from entities such as: Wieden & Kennedy, Tribal DDB, Turner Studios, Promoseven McCann Network, Grey Advertising, MWW Group, TBWA/Chiat/Day, Y&R, The Art Institute, New York University, Leo Burnett, Ogilvy & Mather, Saatchi & Saatchi, and XM - Hong Kong.

BENEFITS

Association with the prestige of an SIA competition is press-worthy and garners media exposure.

The SIA is committed to helping winners make the most of their success. Winners are publicized through various media, social networks and at the award's website: www.summitawards.com.

The SIA is the only awards organization to offer winner microsite profiles. The microsites are free, fully customizable company profiles hosted on our

highly trafficked website, which drives traffic to winners' sites. Past winners have had thousands of visitors explore their microsite profiles, increasing their website's prominence and visibility on the internet.

These microsite profiles offer an easy-to-use, built in WYSIWYG editor, space to upload images of winning entries, and links to winners portfolios. The metatag spider locates winner's sites metatags which significantly increases web rankings. These profiles are visited by companies who search out winners accomplishments while making decisions about where to invest their advertising dollars.

JUDGING

The SIA has the distinct foresight to use world-class judges in the industry and previous top SCA winners that have the know-how to evaluate the merits of advertising creativity. Entries are judged against other submissions in their category instead of compared to an arbitrary standard, creating a true competitive environment. This means that winners not only meet a minimum standard, but truly stand out from the crowd.

Submissions are judged on strength of concept, quality of execution and ability to persuade. Respected creative professionals with a depth of industry experience sit on three judging panels: Design, Broadcast and Interactive Media.

The awards employs blind judging; company names are withheld. Judging lasts through April. Entrants are notified of award results electronically, and winners are sent a congratulatory packet by standard mail late-May.

FINAL EXTENDED DEADLINE

Entries must be postmarked by **Wednesday, March 7, 2012**. All extensions must be approved.

QUESTIONS

Telephone: 503-297-9979

E-mail: sia@summitawards.com

REGISTRATION

There are two ways to enter: standard mail and online using the Summit Store.



For standard mail, use the Entry Form and Entry Tags available on the award's website.



For online, use the Summit Store and either upload or mail creative samples with Entry Tags.

ENTRY FORM AND TAGS

Download: www.summitawards.com or

E-mail request: sia@summitawards.com



Entry Form



Entry Tags

DELIVERY

2012 Summit Creative Award

Shipping & Receiving

2533 NW Pinnacle Drive

Portland, OR 97229 USA

503-297-9979

If more than one package is mailed, note in large letters on each: Company Name ___of___ (Example: Creative Co. 1 of 2).

FINAL ENTRY DEADLINE: MARCH 7, 2012

SIA SUMMIT
INTERNATIONAL
AWARDS

ENTRY FEES

\$75

- Newspaper
- Magazine
- Outdoor
- Television
- Radio
- Marketing Materials
- Collateral Materials
- Direct Marketing

\$55

- Individual Specialty/Craft/Technique

\$95

- Online Advertising and Marketing
- PR Programs
- Redesign/Rebrand
- Non-broadcast/Video/Film
- Interactive Multimedia
- Websites

Multi-submission Discount \$55

When entering the same Television, Radio, Video, Interactive Multimedia, Website or Online Advt/Mktg in two or more categories, the first submission is regular fee (\$75 or \$95) and second and/or third is discounted to \$55.

Campaigns

\$105 Single Medium Campaign

\$185 Integrated/Mixed Media Campaign (All MM, selective IM & PS categories)

Single Medium Campaigns consists of at least two separate executions in one medium. Integrated/Mixed Media Campaigns consists of at least one execution in two or more media. Campaigns must have been developed with a common theme. Multi-item submissions entered as single entries are either separated and considered single entries or reclassified as a campaign. Additional fees apply.

Student Submissions

\$30 Single **\$60** Campaign

Entrants must be a full- or part-time student. Work may be created for the SCA or submitted from prior school projects or competitions. Work developed for paying clients must be entered in other categories using the standard entry fee.

Industry Assistance

The SIA is committed to helping reduce barriers for freelance individuals whom may need financial assistance. If you feel you need assistance, call to see if you qualify for discounted entry fees.

Entry Preparation

There are two ways to enter: standard mail and on-line using the Summit Store.



For standard mail, use the Entry Form and Entry Tags. Refer to detailed entry preparation below.



For online, use the Summit Store and either upload or mail creative samples with Entry Tags. See Summit Store for uploading file formats, preparation and size restrictions.

Standard Mail Registration:

To enter using standard mail, use an Entry Form to indicate categories and to itemize your submissions. Each submission will then have an Entry Tag attached indicating its category and the submission's name.

Entry Tags and Entry Form:

For mailed submissions, securely attach an Entry Tag to the front of mounted entries and the back of unmounted entries. Itemize all entries on Entry Form and include it with items being shipped. If more than one Entry Form is needed, staple them to the first page. Attach an Entry Tag to each piece of a campaign entry, listing the campaign's title, and label 1 of 3; 2 of 3; etc. List campaign entries only once on Entry Form.

Print Entry Preparation:

Two-sided items, such as Brochures and Annual Reports, should be unmounted for ease of handling, with Entry Tag on back.

Mount single-sided items such as Print Advertising, Logos, Stationery, etc. on single-weight black mat board with approx. 1" border. Attach an Entry Tag to front lower right corner.

Logos/Stationery - Please indicate name of the organization and type of product/service using no more than a six-word description (e.g., XYZ Company - Computer networking).

Print Campaigns needing more than one board should be fastened or hinged accordion style (z-fold with black tape binding) or stacked and securely clipped or banded together.

Submit Posters mounted with Entry Tag on front or rolled with Entry Tag on back (be sure tag can be seen when in rolled form). Submit a mounted 8x10 color photo or quality color copy for oversized entries such as displays, promotions, special events, outdoor boards and transit cards. Mount on black mounting board and attach Entry Tag to front lower right corner.

Television/Radio Entry Preparation:

Submit TV/radio entries in one of two ways: Mail courier or Internet upload. For mailing, use the following file conventions:

- Television - Submit one spot per CD or DVD unless it's a campaign and attach an Entry Tag to case. Name files same as Entry Title on Entry Form. Format entries as executable Windows Media files or Quicktime.
- Radio - Submit one radio spot per CD except campaign entries. Format as MP3 or WAV file. Attach an Entry Tag to sleeve.

Video/Non-Broadcast/Film Entry Preparation:

Submit DVD or USB drive and attach an Entry Tag.

Website and Online Entry Preparation:

For live Websites and Online Media, submit screen shot with visible URL. For off-line Websites and Online Advt/Mktg, submit on CD/DVD/USB drive with attached Entry Tag or publish in sub-directory of your firms site.

Interactive Multimedia Entry Preparation:

Submit disc, USB drive or URL entries with attached Entry Tag. Please specify if Macintosh® or Windows® version on label.

Integrated/Mixed Media Advertising Campaigns:

All components of an Integrated Campaign or Mixed Media entry must be enclosed in a large envelope or container that allows all pieces to remain together. Attach an Entry Tag to each enclosed piece specifying the total number enclosed PLUS attach an Entry Tag to the outside of the envelope with the total number of items enclosed.

Public Relations Programs Entry Preparation:

Submit a two-page summary with supporting documentation. Include situation analysis, research findings, execution strategy and evaluation



2011 CATEGORIES

ADVERTISING

Consumer Newspaper

- CN 1. Newspaper Campaign (2-4 ads)
- CN 2. Newspaper Single

Consumer Magazine

- M 1. Magazine Campaign (2-4 ads)
- M 2. Magazine Single

B2B/Trade Publication

- BB 1. Campaign (2-4 ads)
- BB 2. Full page or larger
- BB 3. Fractional page

Outdoor

- O 1. Campaign (2-4 ads)
- O 2. Billboard
- O 3. Transit/Airport/Subway
- O 4. Other Outdoor

Radio

Radio by Sector:

- RS 1. Consumer Product/Service
- RS 2. Corporate/Public Image
- RS 3. Retail
- RS 4. Healthcare/Medicine
- RS 5. Financial
- RS 6. Food/Beverage
- PS 9. Public Service Radio

Radio by Budget:

- R 1. Campaign (2-4 spots)
- R 2. Single spot < \$1,000
- R 3. Single spot \$1,000 to \$2,500
- R 4. Single spot \$2,500 +
- R 5. Best use of Humor
- R 7. Other Audio

Television

Television by Sector:

- TS 1. Consumer Product/Service
- TS 2. Corporate/Public Image
- TS 3. Retail
- TS 4. Healthcare/Medicine
- TS 5. Financial
- TS 6. Food/Beverage
- PS 10. Public Service Television

Television by Budget:

- T 1. Television Campaign (2-4 spots)
- T 2. Single spot < \$5,000
- T 3. Single spot \$5,000 to \$10,000
- T 4. Single spot \$10,000 to \$25,000
- T 5. Single spot \$25,000 to \$50,000
- T 6. Single spot \$50,000 to \$75,000
- T 7. Single spot \$75,000+
- T 9. Best use of Humor

Integrated/Mixed Media/Advertising

Campaigns

Must have one common theme.

- MM 1. Consumer - Local
- MM 2. Consumer - Regional/National
- MM 3. Business to Business
- MM 4. Not-for-profit
- MM 5. Guerrilla Marketing Campaign
- MM 6. Complete Branding Package
- MM 7. Sales Presentation
- MM 8. New Product Launch
- MM 9. Experiential Marketing

Redesign/Rebrand (before/after)

Include the before and after for each submission.

Before website can be printed screenshot.

- RD 1. Logo Redesign*
- RD 3. Collateral Redesign
- RD 4. Advertising Redesign
- RD 6. Website Redesign
- RD 7. Other Redesign/Rebrand

Direct Marketing (Direct Mail)

- DM 1. B2B - Campaign (2-4 items)
- DM 2. B2B - 3-D Single
- DM 3. B2B - Flat Single
- DM 4. Consumer - Campaign (2-4 items)
- DM 5. Consumer - Single
- VP 12. Direct Marketing Video

MARKETING MATERIALS

Print Items

- PM 1. Campaign - B2B (2-4 items)
- PM 2. Brochure - B2B Capabilities/Image
- PM 3. Brochure - B2B Product/Services
- PM 4. Campaign - Consumer (2-4 items)
- PM 5. Brochure - Consumer Capabilities/Image
- PM 6. Brochure - Consumer Product/Services
- PM 8. Annual Report - Business
- PM 9. Annual Report - Non-profit/Gov.
- PM 10. Newsletter
- PM 11. Invitation
- PM 12. Holiday Card/Announcement/Greeting
- PM 15. Logo/TM - B2B*
- PM 16. Logo/TM - Consumer Product*
- PM 17. Logo/TM - Consumer Service*
- PM 18. Stationery/Corporate ID*
- PM 19. Poster - Single
- PM 20. Poster - Campaign (2-4 items)

Collateral/Other

- CM 1. Sales Kit/Folder
- CM 2. Product Sheet/Flyer
- CM 3. Catalog
- CM 4. Magazine

- CM 5. Signage
- CM 6. Book
- CM 7. Media/Press Kit
- CM 8. Display/POP
- CM 9. Trade Show/Display
- CM 10. Packaging - Single
- CM 11. Packaging - Series or Campaign
- CM 12. Covers (magazine, book, DVD, video, etc.)
- CM 13. Menu
- CM 14. Calendar
- CM 15. Specialty Item

Public Relations Programs

- PR 1. Community Relations
- PR 2. Events
- PR 3. Cause-Related/Sponsorship
- PR 4. Other PR Program
- PR 5. Business to Business

NON-BROADCAST VIDEO/FILM

Off and online.

Budget - Video

- VB 1. < \$5,000
- VB 2. \$5,000 to \$10,000
- VB 3. \$10,000 to \$25,000
- VB 4. \$25,000+

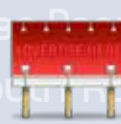
Purpose - Video

- VP 1. Corporate Image/PR
- VP 2. Government
- VP 3. Sales
- VP 4. Fundraising
- VP 5. Recruiting
- VP 6. Training
- VP 7. Product/Service Promotion
- VP 8. Education/Teaching
- VP 9. Entertainment
- VP 11. Employee Communications
- VP 12. Direct Marketing Video

Specific Target - Video

- VC 1. Educational Institution
- VC 2. Safety/Security
- VC 3. Travel/Tourism/Nature
- VC 4. History/Biography
- VC 5. Health/Medicine
- VC 6. Not-for-profit
- VC 7. Hobby/Crafts
- VC 8. Sports
- VC 9. Youth Audience
- VC 10. Video for Sale
- VC 11. Music/Concert
- VC 12. Infomercial
- VC 13. Television Program
- VC 14. Documentary/Feature
- VC 16. Video - Other

* See Logo/Stationery entry preparation.



ONLINE ADVERTISING AND MARKETING

- ON 1. Online Campaign (2-4 items)
- ON 2. Display Advertising
- ON 3. Rich Media Advertising
- ON 4. Social Media
- ON 5. E-Mail Marketing
- ON 6. Online Application
- ON 7. E-Newsletter/Zine/Blog
- ON 8. Mobile Marketing
- ON 10. Mobile Application
- ON 11. Interactive/Online Marketing
- ON 12. Viral Marketing
- ON 13. Electronic Greeting/Holiday Card
- ON 14. Other Online Advertising/Marketing

Websites

Website - Target Audience

- WS 1. Website B2B - Image
- WS 2. Website B2B - Product
- WS 3. Website B2B - Service
- WS 4. Website B2 Consumer - Image
- WS 5. Website B2 Consumer - Product
- WS 6. Website B2 Consumer - Service
- WT 1. Educational Institution
- WT 2. Non-profit
- WT 3. Government
- WT 4. Retail
- WT 5. Health/Medicine
- WT 6. Travel/Tourism/Nature
- WT 7. Membership site
- WT 8. Women's Audience
- WT 9. Men's Audience
- WT 10. Youth Audience
- WT 11. Senior Audience
- WT 12. Community
- WT 13. Games/Game Related
- WT 14. Health/Lifestyle
- WT 15. Movie/Film/Music
- WT 16. Website - Other

Website - Purpose

- WP 1. Microsite
- WP 2. Sales
- WP 3. Entertainment
- WP 4. Recruiting
- WP 5. Training
- WP 6. Education
- WP 7. Portal
- WP 8. E-Commerce
- WP 9. Landing Page
- WP 10. Product Demo
- WP 11. Services
- RD 6. Website Redesign

INTERACTIVE MULTIMEDIA

Multimedia applications designed to promote interaction with the user. (includes CD-ROM, DVD, USB drive or Internet-based).

- IM 1. Corporate Image/PR
- IM 2. Sales
- IM 4. Training
- IM 5. Education
- IM 6. Entertainment
- IM 7. Business to Business
- IM 8. Consumer
- IM 9. Educational Institution
- IM 10. Safety/Security
- IM 11. Travel/Tourism/Nature
- IM 12. History/Biography
- IM 13. Health/Medicine
- IM 14. DVD/CD-ROM - Commercial Sale
- IM 15. Interactive Media - Other

SPECIALTY/INDUSTRY SPECIFIC

Industry Self-Promotion

Includes all materials promoting advertising agencies, graphic designers, video and multimedia producers, etc. These items not eligible in other categories except the Individual Specialty categories.

- ISP 1. Campaign (2-4 items)
- ISP 2. Brochure/Mailer/Collateral
- ISP 3. Stationery/Identity*
- ISP 4. Logo*
- ISP 5. Invite/Holiday/Announcement
- ISP 6. Print Advertising
- ISP 7. Website
- ISP 8. Interactive Media
- ISP 9. Specialty Item
- ISP 10. Broadcast/Video
- ISP 11. E-mail
- ISP 12. Other Industry Self-promotion

Political/Advocacy

Includes ballot measures, political candidates, propositions, initiatives and issue advocacy.

- P 1. Campaign (2-4 items)
- P 2. Print Advertising - Single
- P 3. Broadcast Advertising - Single
- P 4. Collateral
- P 5. Other Political

Best Idea Never Produced

- BI 1. Campaign (2-4 items)
- BI 2. Single Entry

Public Service Announcement

Public Service Announcements encourages public support or action for a solution to a problem that is common or of general interest or concern. Public Service's objective is the improvement/betterment of the public's health, education and/or welfare. Not limited to donated media. PSA entries are eligible in PSA and Individual Specialty categories.

- PS 1. Single-medium Campaign (2-4 items)
- PS 2. Multiple-media Campaign (2-4 items)
- PS 3. Brochure/Collateral
- PS 4. Poster
- PS 5. Logo*
- PS 7. Newspaper/Magazine
- PS 8. Outdoor/Transit
- PS 9. Radio
- PS 10. Television
- PS 11. Video
- PS 12. Website

Green Marketing

Green Marketing is the marketing and promotion of products/service on the basis of environmental sensitivity.

- G 1. Campaign (2-4 items)
- G 2. Advertising - Single
- G 4. Collateral
- G 5. Website
- G 6. Video
- G 7. Other Green Marketing

Individual Specialty, Craft or Technique

- IS 1. Copywriting
- IS 2. Art Direction/Graphic Design
- IS 3. Illustration
- IS 4. Photography
- IS 5. Editing/Effects
- IS 6. Direction
- IS 7. 3-D Animation
- IS 8. Web Graphics
- IS 9. Flash
- IS 10. Jingle/Music Score
- IS 11. Editorial/Publishing

Student Submissions

- S 1. Campaign (2-4 items)
- S 2. Single
- S 6. Video
- S 7. Website

* See Logo/Stationery entry preparation.