

The 2011 Summit Marketing Effectiveness Award



Final Extended Deadline: July 8, 2011

Summit Marketing Effectiveness Award

The Summit Marketing Effectiveness Award (Summit MEA) allows advertising companies to demonstrate their ability to influence consumer's knowledge, attitudes and beliefs. The business of advertising is about creatively and effectively executing an advertiser's goals, and the MEA gives successful firms an opportunity to highlight their effectiveness.

Advertising and marketing firms face a number of barriers, including small budgets, product quality and pricing, selection, competition, distribution, geo-political and macroeconomic issues. The MEA Award offers agencies an opportunity to present how they have overcome barriers and delivered a successful campaign.

Winners of the Marketing Effectiveness Award benefit from the prestige associated with Summit International Awards. SIA stands apart by offering a truly competitive environment where entries are judged alongside each other by a professional jury. SIA makes its competitions affordable and accessible to the industry, and offers 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.

Summit International Awards

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

Recognition by the SIA organization is a great honor. Not only does it provide validation and an objective critique, it also comes with special benefits. These benefits are instrumental in helping winners achieve their business goals:

- Reinforce relationships with existing clients
- Attain international recognition
- Attract new accounts
- Reward employees, partners and subcontractors
- Motivate creative teams

Throughout its seventeen-year history, the SIA 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 best in class. The SIA organization conducts the Summit Creative Award, the Marketing Effectiveness Award and the Emerging Media Award.

Mark your calendar for our three annual award competitions:



MEA - Summit Marketing Effectiveness Award, *July 8, 2011*



EMA - Summit Emerging Media Award, *September 21, 2011*



SCA - Summit Creative Award, *February 13, 2012*



SIA SUMMIT
INTERNATIONAL
AWARDS



GUIDELINES

The Summit Marketing Effectiveness Award (Summit MEA) allows advertising companies to demonstrate their ability to influence consumer's knowledge, attitudes and beliefs. The Effectiveness Award is open to companies and individuals worldwide of any size.

- 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 Summit MEA competition unless 51% of the work has been revised.
- 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.

SIA judges from around the globe participate on our jury panels. They represent small, medium and large firms and universities, and all are tops in their fields. Judges are from entities such as: MCN, Wieden & Kennedy, Tribal DDB, Turner Studios, BBDO, Grey Advertising, Autumn:01, TBWA/Chiat/Day, Restaurant.com, Young and Rubicam, The Art Institute, New York University, Elevator, Y&R, TBWA, Ogilvy, Saatchi & Saatchi, and XM - Hong Kong.

BENEFITS

LEVEL OF AWARDS



Best of Category - All Platinum entries compete for Best of Category recognition.



Platinum - Communication that achieves the highest degree of effect.



Silver- Communication that reaches the level of influential impact.

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.

The Awards also provides a comprehensive media kit including press templates, winner icons, trophy graphics and examples of winning media coverage. Winning entries receive a personalized certificate on opaque velum with the Summit MEA Awards motif. Customized trophies and additional certificates are also available.

DEADLINE

Entries must be postmarked by July 8, 2011. Further extensions must be approved.

WHO SHOULD ENTER

- Advertising agencies
- Public relations firms
- Marketing/Branding firms
- In-house marketing departments
- Multi-media producers
- Animation and web designers
- Graphics designers
- Video/film/audio production
- Freelance consultants



WINNERS

Winning entries receive the coveted Best of Category, Platinum, or Silver Award. Our high-quality custom trophies are a symbol of 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 Category from among Platinum winning entries. To protect the Summit MEA and winner's integrity, the competition's bylaws limit the number of winning entries.

FINAL DEADLINE: JULY 8, 2011

SIA SUMMIT
INTERNATIONAL
AWARDS

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 effectiveness. Entries are judged against a benchmark that indicates quality effectiveness, and Platinum winners compete with each other for Best of Category. This means that winners not only meet a minimum standard, but truly stand out from the crowd.

Judges evaluate each entry's Brief and Creative Sample, and critique it on how well it influences, changes, or reinforces the audiences' knowledge, attitudes or beliefs. Respected creative professionals with a depth of industry experience sit on our judging panel.

The Awards employs stringent evaluation criteria and blind judging; company names are withheld. Judging lasts from late July through August. Entrants are notified of award results electronically, and winners are sent a congratulatory packet by standard mail late-August.

QUESTIONS

Telephone: 503-297-9979

E-mail: sia@summitawards.com

Website: www.summitawards.com

REGISTRATION



Enter Online:

Visit the Summit website at www.summitawards.com and visit the Summit Store. Choose the Marketing Effectiveness Award and follow instructions at the site to upload your MEA

Brief and Creative Sample(s).



Enter by Mail:

Download the entry form online from the SIA home page at www.summitawards.com. [Entry Form.pdf]

HOW TO ENTER

An Entry consists of two parts: the MEA Brief and accompanying Creative Sample(s). Companies may submit as many entries as desired but each must have both Brief and Sample.



Brief + Creative = Entry

Part 1. MEA Brief



The MEA Brief is an opportunity to explain your project, challenges, strategies, audience, and results. Please provide key facts and concise information about the project. To maintain our blind judging standards, do not use your company name in this portion of the submission. [Brief Template.doc]

Part 2. Creative Sample(s)



Creative Samples consist of any final execution of the marketing efforts. This can include commercials, print ads, outdoor, brochures and other collateral, direct mail, annual reports, logos and corporate identity, videos, CD-ROM, websites, on-line advertising, interactive media, and search marketing. If your sample does not fall clearly in to one of the above executions, feel free to contact us for submission support.

CATEGORIES



B2B Product - BBP



B2B Service - BBS



Consumer Products - CP



Consumer Retail - CR



Consumer Services - CS



Corporate/Image - CI



Education - EDU



Government - GOV



Green Marketing - GN



Healthcare/Medicine - HM



Industry Self Promotion - ISP



Leisure & Entertainment - LE



Lower Budget - LB



Media Vehicle - MV



New Product/Service Introduction - NPS



Non-Profit - NP



Political - P



Public Service/Advocacy - PSA



Rebranding - RD



Recruitment/Employment/Training - RE

FINAL DEADLINE: JULY 8, 2011