

2022 BCAMA MARKETING EXCELLENCE AWARDS (MEAs)

Submission Guide

Over the past 50 years, the [BC Chapter of the American Marketing Association's](#) Marketer of the Year Award and Gala event has established itself as the marquee marketing award in Western Canada. The BCAMA introduced the Marketing Excellence Awards in 2016 to celebrate organizations who demonstrate marketing excellence and expertise in a way that drives success in meeting the organization's marketing objectives. In 2022, the BCAMA is once again pleased to include the Marketing Excellence Awards as part of this event, in the following categories:

> Not-for-profit/cause marketing	Best campaign, marketing activity or event that demonstrates a corporate social responsibility (CSR) initiative or promoted a not-for-profit organization or brand in a way that successfully increased awareness, and engaged the audience to take action in some way, yielding amazing fundraising or donor relations results.
> Content marketing, storytelling and/or influencer marketing	Best use of brand or influencer storytelling through any channel to enhance a brand and deliver meaningful business outcomes. Whether it's done through paid media activities, a behind-the-scenes community manager/team, a recognized social influencer, or your organization/brand has used your social channel(s) in a unique way, you've developed a meaningful two-way relationship with your audience that achieved measurable results.
> Single Integrated Campaign	Best local (in BC), regional (western Canada) or national (in Canada) integrated <u>consumer</u> campaign execution by a B2C brand, demonstrating how paid, owned, earned (and potentially partnership) channels worked seamlessly together delivering striking and effective creative to reach and engage an audience, and deliver on marketing objectives through measurable results.
> Branding or Rebranding	Best example of a marketing organization (B2C or B2B) that has created a new brand, or undergone a rebrand, demonstrating excellence in all the components of the (re)brand strategy through to the brand (re)launch process.
> Marketing on a Shoestring	Best marketing campaign or marketing initiative working within a modest (aka shoestring) budget of <u>\$25,000 or less all in</u> . Whether it's a grassroots campaign or a one-off execution, great things can be done with very little capital and shoestring marketers stretch whatever budget they may have to create innovative campaigns that achieve great results.
> Business to Business Marketing	Best campaign, event or other <u>B2B</u> execution that demonstrates marketing excellence in B2B activities, delivering measurable business results through customer acquisition, client loyalty and/or brand development.

If your organization is BC-based (or maintains a BC office) and has demonstrated marketing excellence in one or more of the above categories for marketing activities planned, launched and generating results in 2020 or 2021, we encourage you to submit an award entry(ies). **Deadline for submissions is 5:00 pm Pacific Time, Friday, September 16th, 2022.**

Please read the following pages carefully to understand **How to Enter** and for all other important details.

Please note that the Marketing Excellence Awards are separate from the Marketer of the Year Award. The winner of the Marketer of the Year Award is the co-host and star attraction of the Gala event, where they will be honoured as the BC-based company that rolled out a fully integrated annual marketing strategy that generated exceptional results.

We recognize how much work goes into preparing and submitting an award submission. We look forward to being drawn into your marketing story and thank you in advance for your effort. We wish you the best of luck.

If you have questions after reviewing this Submission Guide, please feel free to contact me on or before September 12th, 2022.

Best regards,

Jacqueline Simpson, BCAMA Immediate Past President

Chair, 2022 Marketer of the Year and Marketing Excellence Awards Judges Committees

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KEY DATES

Submission deadline	5:00 pm Pacific Time, Friday, September 16 th , 2022
Judging	September 19 th – October 5 th , 2022
Shortlisted Finalists Announced	Mid/late October 2022
Winners Revealed	2022 Marketer of the Year Gala event, November 2022 – exact date TBA

The deadline for submissions for Marketing Excellence Awards is

5:00 pm Pacific Time, Friday, September 16th, 2022

HOW TO ENTER

> Step 1

Review the categories and category descriptions on page 1; select which category(ies) to enter, and complete the online submission form which you'll find [here](#). During the submission form process, you will be prompted to submit a PDF visual storyboard.

Submission deadline is 5:00 pm Pacific Time, Friday, September 16th, 2022.

Rest assured that all information you provide to the BCAMA will be kept strictly confidential and will be viewed only by the 2022 Judging Committee.

> Step 2

There is an entry fee for each submission, per category. Entry fees must be paid at time of submission and can be done so at the links below.

Entry fees are as follows:

- Not-for-profit or government organizations - \$125, plus GST.
 - o [NFP/GOV submission fee can be paid here.](#)
 - For profit organizations - \$150, plus GST.
 - o [For profit submission fee can be paid here.](#)
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> Step 3

The Judging Committee will review each submission in each category against the **Evaluation Criteria** (see page 4) and will select up to three finalists in each category.

The BCAMA will announce those finalists in mid/late October 2022.

> Step 4

Finalists will be asked to create a one-minute video (at their cost) to showcase their submission, and this video will be shown at the Marketer of the Year Gala event.

> Step 5

The winner in each category will be announced and will receive their award at the 2022 Marketer of the Year Gala event in November 2022.

Finalists are encouraged to buy tickets to and attend the Marketer of the Year Gala event. Special finalist ticket pricing is available (stay tuned for details).

EVALUATION CRITERIA

The Marketing Excellence Awards Judging Committee is chaired by the BCAMA immediate past president and includes senior-level marketing and advertising professionals who have the background and expertise to select finalists and winners in each category. Typically, the committee includes marketing professionals with a mix of backgrounds including past MOY winners, senior and executive-level advertising and media agency representatives, academics, marketing strategists and communication professionals.

The Judging Committee sets the evaluation criteria for each award, tabulates results and certifies finalists and winners. The Judging Committee makes all decisions jointly regarding eligibility, finalists and winners. **Judges’ decisions are final.** Judges score each answer below on a 1 to 10 scale; 10 is the highest score available per answer (except for Section 6 which is worth 20 points). The category submission with the highest score is the winner. The Judging Committee judges the MEA submissions based on the following high-level criteria (more specific criteria are outlined below):

- Effective application of marketing principles
- Planning, execution, and results generated in 2020 or 2021,
- Demonstrated results in the marketplace, and
- BC-based organization or maintaining a marketing office in British Columbia (these are BC marketing awards that recognize BC-centric marketing; although the results of your efforts can be local, regional, national or international, the focus of the efforts should be derived from your BC office).

When completing the [submission form](#), be sure to complete each section (see below), adhering to word count limitations. Remember, the judges do not have intimate knowledge of your marketing activities nor the inner workings of your organization, so be sure to tell them the background as to why you made the decisions you made, why those decisions worked and why you should win.

1. Dates
(mandatory)
(no points)

Let us know when your campaign was:

- i) planned and developed;
- ii) launched;
- iii) how long it was in market; and
- iv) when the final results were available.

This information will confirm the eligibility of your campaign.

(The 2022 Marketing Excellence Awards submissions will be judged based on marketing efforts made during 2020 or 2021, however, we recognize that not all aspects of your marketing program have a clear annual timeframe, and that some planning or execution or results may have taken place in the previous or subsequent year.)

2. Situation/ Challenge (10 points)	<i>Maximum 500 words.</i> What was challenge or core problem the marketing activity was meant to solved? Judges score on how clearly the challenge or problem is stated.
3. Objectives, Audience, Strategy and Tactics (10 points)	<i>Maximum 500 words.</i> What were the objectives of the marketing activity? Who was the target audience and why? What strategy was developed and what tactics were deployed to achieve the objectives? Judges score on how clearly objectives are articulated, how well the strategy and tactics relate to achieving the objectives and how integrated the overall marketing activities are.
4. Creative Alignment (10 points)	<i>Maximum 500 words.</i> What was the creative approach taken and why? How well does the approach and tone of the creative align with the target audience and support the objectives and strategy? Judges score on how well the elements of the creative (e.g., copy, tone, visuals, channel choices, etc.) work together and align with the marketing activity’s objective(s) and strategy. This section is also where judges may give credit for innovative, out of the box and category-challenging approaches.
5. Creative Execution (10 points)	Attach a PDF visual storyboard of your creative to the submission form . Please carefully review the Digital Requirements in Appendix 1, which include important information about the storyboard submission including but not limited to: <ul style="list-style-type: none"> - The preferred PDF format is 8.5” x 11” in either portrait or landscape format, maximum 10MB. - The maximum number of pages for the PDF is six pages.
6. Results (20 points)	<i>Maximum 800 words.</i> What were the results produced by the marketing activity? How did results help achieve the objective(s)? What lessons were learned that could be applied to future marketing activities? Judges score how effective the marketing activity was in producing results that align to the objective(s). This answer is worth 20 points, so it is important to provide results in measurable terms to demonstrate if/how the objective(s) was achieved and what lessons were learned.
Maximum points available	60 points. Points are deducted if instructions are not followed.
Eligibility	Please note that submissions will not be eligible for review if: <ul style="list-style-type: none"> • The marketing activity was planned, executed, and results were generated <u>outside of 2020 or 2021</u>, • The submission form was <u>not</u> received by the due date (5 pm Pacific Time, Friday, September 16, 2022), and the submission fee is per entry, per category, was not paid at time of submission, and/or • The organization is not BC-based or does not maintain a BC office. The BCAMA reserves the right to extend the submission deadlines and will communicate any changes ASAP.

Other Very Important Information

- Each submission must be represented in the original format executed in 2020 or 2021.
 - Submissions that appear to be missing information may be disqualified or at the very least, will receive lower scores.
 - Submissions by advertising agencies are not eligible – the submission should come from (be in the name of) a BC-based organization (although we recognize that agencies often help their clients develop award submissions).
 - The individual providing the submission must have been involved in the planning, development, production and/or implementation of the marketing activity in the submission.
 - Within reason, you may include hyperlinks within your PDF to showcase websites, and/or videos or audio files (note the combined length of video and audio files is max. length 5 minutes).
 - Submissions must be prepared according to the information in this Submission Guide. **Submissions that fail to follow the guidelines and information herein may be disqualified.**
 - The Judging Committee may move an entry to a different category and/or divide or merge categories, as it deems appropriate based on the entries received.
 - To select a winner in an individual category, the BCAMA must receive a minimum of two entries per category. If less than two entries are received, the category will not be awarded.
 - The decisions of the Judging Committee are final.
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APPENDIX 1 DIGITAL REQUIREMENTS

The Judging Committee and guests at the Marketer of the Year Gala event love to see how your marketing activity was brought to life through creative so this is your chance to show us how this was done!

As part of the submission process, you will have the opportunity to upload a PDF visual storyboard of your activities and below are the guidelines for doing that in a way that streamlines the review process for the judges.

1. Towards the end of the Marketing Excellence Award [submission form](#), you will have the opportunity to attach a PDF visual storyboard of your work showcasing the visual elements of your marketing activity, campaign, event, etc.
2. We require one PDF showcasing your submission rather than multiple files, and it is imperative that you provide a storyboard that corresponds directly with the marketing activity showcased in your submission (it should not include creative from other activities you may have undertaken).
3. Your PDF should include the following information:
 - a. Your name/email
 - b. Your organization's name (or logo)
 - c. The award category you are entering, and
 - d. If you are entering more than one entry into a category, please make this clear.
4. The preferred format is 8.5" x 11" in either portrait or landscape format, maximum 10MB.
5. The maximum number of pages for the PDF is six pages.
6. Within reason, you may include hyperlinks within your PDF to showcase websites, and/or videos or audio files (note the combined length of video and audio files is max. length 5 minutes). Hyperlinks should not require the judges to use any username or password for access. Please make sure all hyperlinks are functional during the judging timeframe (mid-September – mid/late October).
7. Please do not link to executable files that will attempt to install a program on the judges' computers. Executable files cannot be judged. Likewise, please do not required the judges to download apps. Instead, we recommend you include appropriate screenshots within the storyboard.

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Note that finalists may be asked for higher resolution files than originally submitted. And, finalists will be asked to create a one-minute video (at their cost) to showcase their submission, and this video will be shown at the Marketer of the Year Gala event. More details will be provided when finalists are announced.

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