



# REIGN AWARDS

SMPS SEATTLE MARKETING + COMMUNICATION AWARDS

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# 2018 AWARDS PACKET

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# REIGN AWARDS

SMPS SEATTLE MARKETING + COMMUNICATION AWARDS

## EVENT & ENTRY INFORMATION

SMPS Seattle's annual Reign Awards recognizes excellence in marketing communications and outstanding achievements of top marketing professionals. Communications awards will be granted to A/E/C firms whose materials and campaigns most compellingly achieve their firms' marketing goals. The individual merit awards recognize the exceptional accomplishments of individuals in our industry.

Submitting for the Reign Awards provides firms with an unparalleled opportunity for peer recognition and expert feedback. It is also an opportunity to celebrate the outstanding efforts made by local A/E/C firms and individuals who have a real passion for marketing and communications in our industry. Submittals are open to both member and non-member firms and individuals.

The marketing communications awards are judged per noted criteria by an independent panel of industry professionals. The individual merit awards are judged per noted criteria by the SMPS Seattle Executive Board.

### EVENT INFORMATION

When: Thursday, June 14, 2018 | 5:30-8:30 p.m.

Where: Salty's Alki Beach, 1936 Harbor Ave. SW, Seattle, WA 98126

Ticket Prices: \$65 SMPS Member, \$75 Non-Member

Pre-Order Prices: Get \$15 off of every ticket you purchase with your application!

### ENTRY DEADLINE

All entries must be received by Monday, May 7, 2018 (not postmarked).

To receive the Early Bird Discount, entries must be received by Tuesday, April 24.

### PAYMENT INFORMATION

All entries should include the completed payment form on the following pages. All entries submitted without payment will not be processed. Only one payment form is required per firm. Submit payment form in clearly labeled separate envelope. Entry fees for marketing communications projects are listed on the following page. *There is no entry fee for individual merit nominations.*

### FOR ASSISTANCE

Please direct all questions to:

Amanda Privitt

Cochran, Inc.

12500 Aurora Ave N, Seattle, WA 98133

[aprivitt@cochraninc.com](mailto:aprivitt@cochraninc.com)

206.492.4668

### TAKE NOTE!

#### **PRE-ORDER TICKET PRICES NOW AVAILABLE**

Get \$15 off every ticket you purchase with your application!

#### **EXECUTIVE SUMMARY OF YOUR SUBMISSION**

As part of the project entry form you are required to provide a 250 word or less executive summary of your submission. This will be used at the Reign Awards as part of your submission display.

#### **POWER TO THE POINT**

All entrants will be asked to provide a PowerPoint slide for each entry.

#### **SPEECH! SPEECH! SPEECH!**

For the second year, we are opening up the mic to winners. If you win an award you have the option to give a brief acceptance speech.



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## PAYMENT FORM

The enclosed payment covers the entries and pre-order tickets. There is no entry fee for individual merit nominations.

### MEMBERS AND MEMBER FIRMS ENTRY FEES

First Entry \$100.00  
Each Additional Entry \$75.00

### NON-MEMBER AND NON-MEMBER FIRMS ENTRY FEES

First Entry \$125.00  
Each Additional Entry \$100.00

### APPLICABLE DISCOUNTS

#### SMALL BUSINESS

Small businesses, according to the Federal Small Business Administration, can receive a \$25 discount from their total entry amount. Click here for the full [SBA Size Standards Table](#).

#### EARLY BIRD

To receive the \$25 Early Bird Discount, entries must be received by Tuesday, April 24.

**Note:** Only one discount can be applied to an entry; discounts cannot be combined. Discounts are only available to firms who have an SMPS member.

CATEGORY	ENTRY TITLE	ENTRY FEE

Entry Fees: \$ \_\_\_\_\_

Small Business (or) Early Bird Discount: \$ \_\_\_\_\_  
*Circle one if applicable.*

**Entry Fees Total:** \$ \_\_\_\_\_  
*Transfer this number to next page.*



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## PAYMENT FORM

The enclosed payment covers the entries and pre-order tickets.

### PRE-ORDER TICKETS

Pre-order tickets now for you, others from your firm and branding team to receive a \$15 discount per ticket. Please include the name, title and email address for each attendee.

NAME

TITLE

EMAIL

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

SMPS Member Ticket (\$50) Total: \$ \_\_\_\_\_

Non-Member Tickets (\$60) Total: \$ \_\_\_\_\_

Entry Fees Total (From previous page): \$ \_\_\_\_\_

**Total Amount Due: \$ \_\_\_\_\_**

### PAYMENT METHOD

Credit card payment for total amount of: \$ \_\_\_\_\_ Visa \_\_\_\_\_ Mastercard \_\_\_\_\_

Check enclosed for total amount of: \$ \_\_\_\_\_ Please make all checks payable to SMPS Seattle.

Name on Card (as it appears): \_\_\_\_\_

Email: \_\_\_\_\_

Firm Name (if company card): \_\_\_\_\_

Billing Address: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_



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# PROJECT ENTRIES

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## REIGN AWARDS

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# PROJECT ENTRY INFORMATION

## MARKETING + COMMUNICATIONS AWARDS CATEGORIES

Firms may submit as many entries as they wish. If an entry applies to more than one category, firms may choose to enter that entry multiple times into multiple categories. Entries should have been completed by the firm within the past two years.

Following each category listed below, SMPS Seattle has identified which categories most closely align with it from the SMPS Headquarters Marketing Communications Awards (MCA) program. A project may seem applicable in more than one category. Please contact Amanda Privitt, SMPS Seattle Reign Awards Chair, at [aprivitt@cochraninc.com](mailto:aprivitt@cochraninc.com) or 206.492.4668 if you have any questions about your entry.

### MARKETING CAMPAIGN

A comprehensive, multi-tactic campaign that occurs over a period of time to promote a specific company message, event, program or project. The campaign could include a combination of tactics, media and implementation strategies to reach a targeted internal or external target audience. Examples may include direct-mail campaigns, advertising campaigns, a series of printed and digital publications, newsletters or media relations campaigns.

*Similar MCA Categories: Advertising, brand awareness campaign, Brochure (digital or print), internal communications, direct-mail campaign, newsletter, project pursuit marketing, promotional campaign, recruitment and retention communications*

### DIGITAL MEDIA CAMPAIGN

A campaign that primarily uses online and digital tools to generate engagement, collaboration and/or promote a specific message, brand or event internally or externally. This could include, but is not limited to, the use of apps, blogs, social media platforms (such as LinkedIn, Facebook), content-sharing sites (such as YouTube, Flickr) or news sites (such as Digg, Reddit).

*Note: Submissions in this category should only include digital content. Campaign submissions that cross multiple media channels should submit in the Marketing Campaign category.*

*Similar MCA Categories: Social media, special event (digital); any of the following if all efforts were promoted through a digital platform and campaign included more than one piece: advertising campaign, internal communications, newsletter, video*

### BRAND EXPERIENCE/IDENTITY

The development of a new or updated brand experience/identity through print and/or digital applications. This may include, but is not limited to, rollout of a new brand for a firm, a subsidiary, a department or a specific market. This category recognizes a firm's holistic implementation of marketing materials applied toward establishing a new identity, which could include a new logo, color scheme, format, graphics, layout, etc. When submitting in this category, please include a minimum of three to four examples that demonstrate the brand.

*Similar MCA Categories: Brand awareness campaign, corporate identity, recruitment and retention communications (if a specifically branded campaign)*

### ONE-TIME MARKETING PIECE

A one-time print or digital marketing piece used to promote one specific event or message, such as an event, holiday message, anniversary announcement, leadership change, etc. Examples of marketing pieces may include direct mailers/e-mails, brochures, e-cards, invitations, holiday cards, etc.

*Similar MCA Categories: Advertising, book/monograph, brochure, holiday piece (digital, print, mixed), internal communications, video*

### WEBSITE

An external website, mobile site or app that promotes your firm. This category is also inclusive of an internal website, intranet or app that has been launched to promote firm organization and communications. This could include sites that have been launched by your firm for a specific project.

*Similar MCA Categories: Website, mobile app*

### MARKETING COLLATERAL

This is an all-encompassing category that recognizes excellence in marketing and communications deliverables, projects and campaigns that may not apply to any other category. Examples could include proposal layout redesign, annual report, special event, client appreciation gift, etc.

*Similar MCA Categories: Feature writing, project pursuit marketing, special event, tradeshow marketing*



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## SUBMISSION REQUIREMENTS

Please submit 2 copies of all entries in hard copy format to:  
Amanda Privitt  
Cochran, Inc.  
12500 Aurora Ave N, Seattle, WA 98133  
aprivitt@cochraninc.com

Two (2) copies of all materials should be submitted in 8.5-by-11-inch, three-ring view binders. Please do not submit binders that are larger than 0.5-inches unless your entry specifically requires it. Each entry must be submitted in separate binders. All information and materials contained in the binders must be inserted into clear plastic sleeves. **Submittals should be no longer than three, single-sided pages.**

**Note:** If you submitted for the SMPS national awards program using the online entry system, you may reuse the printed submittal information from the online program for this submittal if you so choose. If you did not submit for the SMPS national awards program, please provide the submittal information in an easy-to-read format.

Each entry binder should include:

1. **Cover page** that includes firm name, firm contact (name, email and telephone), entry name and category.
2. **Completed entry form.** As part of the entry form you will need to include a short executive summary of your submission. This executive summary will be displayed at the Reign Awards.
3. One copy of the **Entry Questions.** Please provide answers to the questions below according to the order and guidelines as listed below. Please keep your answers concise.
4. **One sample of all materials and/or exhibits.** Original materials will not be returned. For any digital submissions, include online links as well as any relevant screenshots. For larger items that do not fit into sleeves, use large metal binder clips or rubber bands to secure the items to your binder (e.g., book, poster). Any materials that cannot be placed in a binder (e.g., clothing, hard hats) must be illustrated with a photograph. Inclusion of such materials in their actual form is elective, not mandatory.

## EVENT REQUIREMENTS

Upon receipt of submission all entrants will be asked to provide a PowerPoint slide for each entry.

**Note:** If your submission wins at the Reign Awards you may give a brief acceptance speech, this is NOT mandatory. Please limit speeches to a few minutes.

## ENTRY QUESTIONS

Note that this outline mirrors the submittal requirements for the SMPS national awards program (with the exception of the word limits imposed by the national program), which has changed in format from past years. You will be judged on your responses.

### 1. MARKETING OBJECTIVE

Identify your marketing goals by answering:

- What did your firm hope to achieve with the piece or program?
- How did you plan to measure your results against your marketing goals?

Include the following:

- Marketing objectives
- Specify time frame
- Budget information
- Methodology for collecting and evaluating results

### 2. TARGET AUDIENCE

Define the audience for this piece or program. Answer the following questions:

- Who was your target audience?
- How many pieces were sent via mail or e-mail? If website or video, what were your analytical goals?
- Characterize the composition, size and location of your target audience (example: 250 CEOs and senior managers of the top 500 leaders of the California high-tech industry).

### 3. RESEARCH & PLANNING

Describe the market research conducted prior to planning your piece or program. Summarize your marketing plan efforts. Explain the production and delivery method.

### 4. MESSAGING

What is the intended message of this entry?

### 5. RESULTS

Please answer the following questions:

- What was the ROI?
- Which actions did the target audience take after receiving your materials (testimonials/feedback)?
- What was your break-even goal for profit/loss and did you achieve it?
- Did you meet your specific sales goals?
- Did you gain new clients as a result?

### 6. CREATIVE BRIEF

Please provide a creative brief on your entry to convey to the judges why your entry should win.



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## SCORING CRITERIA

All entries will be evaluated using the following point system:

Marketing Objectives	10 points
Target Audience	10 points
Research and Planning	10 points
Messaging	10 points
Results	10 points
Creative Brief	10 points
Overall Creativity, Quality and Content	20 points

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**Total Points Available** **80 points**

## WHO ARE THE JUDGES?

Judges are selected for their expertise in marketing, communications, and the design and building industry. The entries in each category will be evaluated at the same time on a specified day by a panel of jurors representing the A/E/C industry, media, design and graphics professions. Feedback by the judges are provided to all entrants, along with their scores.

## ENTRY FORM

The entry form is attached on the following page.

## ADDITIONAL HONORS

Following are additional awards chosen by the judges and Reign Awards attendees. All submitted entries are automatically eligible for each of these awards. You may not submit for these awards separately.

### SMALL BUSINESS AWARD

This award is only available to entries submitted by small business firms, as designated by the Small Business Administration. The Small Business Administration defines small firms by their annual receipts. Access the full [SBA Size Standards Table](#) here. All entries that qualify as a small business will be considered for this award. Submissions will be judged based on the impact and reach of the marketing campaign/project and winner will be chosen by the judges.

### PEOPLE'S CHOICE AWARD

On the night of the Reign Awards, all entries will be displayed and attendees will have the opportunity to cast their ballots for the best overall submission.

### JUDGE'S CHOICE AWARD

The judges have an opportunity to present an award to one submission among all the submissions. This is optional for the judges.





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# PROJECT ENTRY FORM

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Please include one form for each entry.

## ENTRY INFORMATION

Project Name: \_\_\_\_\_

Project Category: \_\_\_\_\_

## GENERAL INFORMATION

Firm Name: \_\_\_\_\_

Address Line 1: \_\_\_\_\_

Address Line 2: \_\_\_\_\_

Contact Name and Title: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Contact Telephone: \_\_\_\_\_

## MEMBER INFORMATION

Please check one:

I am submitting as a member or member firm (someone at my firm is an SMPS member). Member No. \_\_\_\_\_

I am submitting as a non-member.

## SMALL BUSINESS CATEGORY

I am submitting as a Small Business.





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# INDIVIDUAL MERIT ENTRIES



# REIGN AWARDS

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# INDIVIDUAL MERIT ENTRY INFORMATION

## AWARDS CATEGORIES

### MEMBER OF THE YEAR

This award is presented to an SMPS member who has been actively involved within the chapter. This individual is very committed to the continuous growth and improvement of the chapter. His/her efforts over the past year have made a marked difference in the chapter's success, whether it is a difference that affects the entire chapter or simply one component. Nomination statements submitted for this category should focus on the individual's achievements directly related to SMPS Seattle.

### RISING STAR

This award is presented to an SMPS member who has been an SMPS Seattle member for two years or less. This individual has made a proactive effort to be involved in the opportunities offered by the SMPS Seattle chapter and has shown great dedication to the success of the chapter. Nomination statements submitted for this category should focus on the individual's achievements directly related to SMPS Seattle.

### MARKETER OF THE YEAR

This award is presented to an SMPS member who has demonstrated outstanding marketing efforts and leadership within his/her firm during the past year. This is an opportunity for members or non-members to recognize marketing, communications and/or business development achievements accomplished within a colleague's firm and/or the A/E/C industry in general. Nomination statements submitted for this category should focus on the individual's achievements directly related to his/her firm and/or the overall A/E/C industry.

### PRESIDENT'S AWARD

The current SMPS Seattle president has an opportunity to present an award to an SMPS member who has been dedicated to the success of the chapter during the past year. This category is not open to nominations.

## SUBMISSION REQUIREMENTS

Individual merit awards may be submitted in hard copy or digital format to the following contact. There is no entry form for the individual merit nomination. Contact:

Amanda Privitt  
Cochran, Inc.  
12500 Aurora Ave N, Seattle, WA 98133  
aprivitt@cochraninc.com  
206.492.4668

Each entry should include the following information:

1. Your name, title, firm, email and phone number
2. The name, title, firm, email and phone number of the individual you are nominating
3. The category for which you are nominating the individual
4. Nomination Statement: Describe why you feel the nominee should be recognized for the category in which you are nominating him/her. Include relevant marketing and leadership experience, involvement in the SMPS Seattle chapter and accomplishments in the firm and/or SMPS Seattle chapter. Please limit this statement to approximately 500 words. Questions you may want to address that judges will be looking for in your statement could include:
  - How does this individual encourage professional development on a consistent and regular basis within his/her firm and/or the SMPS Seattle chapter?
  - How does this individual proactively participate in and improve his/her firm and/or the SMPS Seattle chapter?
  - How does this individual set a good example within his/her firm and/or the SMPS Seattle chapter?
  - How does this individual positively represent his/her firm and/or the SMPS Seattle chapter among other firms/industry organizations?
  - Any other information you find relevant to this nomination.

## SCORING

Nomination Statement	30 points
Involvement in SMPS Seattle/AEC Industry	10 points
SMPS/Marketing Accomplishments in the Past Year	10 points

**Total Points Available**

**50 points**