

## AMA PINNACLE AWARDS OFFICIAL ENTRY INSTRUCTIONS

Choose your outstanding marketing work and enter the Pinnacles by following these steps:

### 1. Eligibility Guidelines

Entries submitted must have been implemented between Jan. 1, 2018, and Dec. 31, 2018. Entries must arrive no later than 5:00 p.m. CST on **Friday, February 15, 2019**. All entries must be submitted electronically via Dropbox. In order to keep the privacy of all entries, we are asking for you to drop your entries into your Dropbox, then share them with AMA Omaha. Our Dropbox email is [amapinnacles@gmail.com](mailto:amapinnacles@gmail.com). If you do not have a Dropbox, you can easily set up one at [www.dropbox.com](http://www.dropbox.com).

### 2. Entry Preparation

Submit your entry with a completed entry form. These forms can be downloaded at [www.amaomaha.org/pinnacle-awards/](http://www.amaomaha.org/pinnacle-awards/).

### 3. Determine Type of Business

You must determine if your entry was for:

- Small Business: Annual marketing budget less than \$100,000
- Large Business: Annual marketing budget of \$100,000 or more
- Not-for-profit: (Indicate the type of business on your entry form.)
- Student

### 4. Determine Entry Category

Choose one category for the type of marketing entry or campaign designed. To enter in additional categories, you must complete an additional entry form. Each additional entry also requires an entry fee per category.

- Communications: Brochures, newsletters, annual reports, etc.
- Public Relations: Media kits, special events, press releases, PR campaigns, etc.
- Promotions: Specialty advertising, coupon sales, individual ads, ad series, events, tradeshow displays, etc.
- Digital Media: Websites, email campaigns, banner campaigns, social media, mobile, etc.
- Total Marketing Campaign: At least three forms of media used to create a campaign with complete strategy or a marketing communication plan.
- Video: Viral videos, overview videos, etc.
- Student

## 5. Compose your Entry Summary

Summarize your entry on two pages, typed, double-spaced, font size no less than 11 point (Times New Roman or Calibri). Note: Entries for the Total Marketing Campaign may use up to five typed, double spaced pages.

All summaries MUST include the first three of the following four components – in your summary, please label each component with subtitles:

- 1) Objectives – Describe the marketing or public relations situation and the objectives you set out to accomplish with this particular project.
- 2) Execution – Explain the marketing approach and implementation process. Please keep this straightforward and include a discussion of messaging and a description of all creative materials you send along with your entry.
- 3) Results – What results did you achieve and how did you measure them? Simply put, how did your project perform? Carefully tie your results back to your objectives. If results were different than your objectives, explain why. Also include any unplanned events that may have directly affected your results.
- 4) Other – Also include any unique circumstances you believe contributed to the success of your plan.

## 6. Write a 100 Word Description for the Awards Presentation

On a separate attachment, write a short summary **(100 words or less)** that captures the essence of your submission. This brief synopsis will be used during the awards presentation and should only include information that can be revealed publicly about the company/entry, should it win an award. Should you fail to provide this or exceed the 100-word limit, AMA Omaha reserves the right to generically summarize your entry with the information we are given.

## 7. Complete Entry Form

Download an entry form at [www.amaomaha.org/pinnacle-awards/](http://www.amaomaha.org/pinnacle-awards/). Be sure to complete all sections of the form. One entry form must be filled out completely for EACH category entered.

## 8. Assemble Entry Packet (Assemble, and clearly label, a different packet for each entry.)

Place the finished (1) entry form, (2) the actual entry, (3) the entry summary and the (4) 100-word description in your Dropbox folder that you will share with [amapinnacles@gmail.com](mailto:amapinnacles@gmail.com). Keep in mind, the judges will only view five minutes of any broadcast entry, so cue your materials accordingly.

You can mail checks to:

Canary & Coal

ATTN: Belinda Boelter

8790 F St

Floor 3, Suite 107

Omaha, NE 68127

Checks need to be written out to "AMA Omaha - Pinnacle Awards".

Contact Belinda Boelter at [belleboelter.graphicdesign@gmail.com](mailto:belleboelter.graphicdesign@gmail.com) to pay with a credit card.

*AMA Omaha charges a processing fee of 3.56% plus \$0.15 of total.*

### **PINNACLE ENTRY FEES**

Early Bird submissions **on or before Feb. 1, 2019**

AMA Members | \$75

AMA Non-Members | \$90

Students | \$20

Entries submitted **on or before Feb. 15, 2019**

AMA Members | \$90

AMA Non-Members | \$115

Students | \$20

\*PLEASE NOTE: Pinnacle entries cannot be accepted after **Friday, February 15, 2019 at 5:00 p.m. CST.**

### **9. Submit**

Please submit your entries to your Dropbox and share them with [amapinnacles@gmail.com](mailto:amapinnacles@gmail.com) or you can email them directly to [amapinnacles@gmail.com](mailto:amapinnacles@gmail.com) **before 5:00 p.m. CST on February 15, 2019.**

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### **AND THE JUDGES ARE ...**

Judging of the 2019 Pinnacle Awards will be done by the distinguished members of the AMA Madison and Cincinnati Chapters. Evaluation will use a predetermined point system, with a set minimum point requirement for each award level. If no entries meet the set minimum point requirement in a category, no award will be given for that category. The entry with the highest score within each category will be awarded the Pinnacle. In the event of a tie the designated judging captain will select a winner.

Award categories are Pinnacle and awards of merit (Gold). Pinnacle statues will be awarded to Pinnacle winners. Awards of merit and students will receive framed certificates.

### Best in Show Award

Best in Show is awarded to the Pinnacle recipient receiving the most points in any one given category.

All Winners will be notified prior to the Pinnacle Awards Dinner, **Wednesday, April 24, 2019**.

Entries will be available for pick-up at the Pinnacle Awards dinner and future AMA luncheons.

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### **MARKETER OF THE YEAR AWARD**

The AMA Omaha Marketer of the Year Award honors the achievement, innovation, and inspiring leadership of an individual whose work represents the very best in the marketing industry within the last 12 months. Membership in AMA Omaha is not required.

For an individual to be considered for the Marketer of the Year, factors considered include:

1. Establishing and maintaining high standards of marketing (can include strategic planning, business development, management, innovation, public relations, etc.)
2. Demonstrated leadership through the innovation and implementation of new products or services, processes, or personal growth and show results.
3. Exhibited leadership in the Omaha community (well-known and respected in Omaha community; speaking engagements, publishing, etc.)
4. Utilization of data and technology to showcase their contribution within the marketing community.
5. Have a proven commitment to enhancing the marketing community.
6. Exhibited corporate and social responsibility.
7. Involvement with AMA Omaha (current or past membership, speaker, offices held, etc.)

### **Judging Criteria and Scoring**

Selection shall be based on the following criteria and evaluated on the point system:

<u>Criteria</u>	<u>Points</u>
High Standards of Marketing	25
Accomplishments, Results, Benefits	25
Leadership	20
Mentorship, Training, Education	20
Involvement with AMA Omaha	10
<b>TOTAL POINTS</b>	<b>100</b>

**NEW! AGENCY OF THE YEAR AWARD**

The AMA Omaha Agency of the Year Award recognizes and celebrates a marketing agency that is taking the industry to the next level through innovation, achievement and on occasion, even disruption. Membership in AMA Omaha is not required.

For a company to be considered for the Agency of the Year, factors considered include:

1. Demonstrated marketing leadership through the innovation and implementation of new products or services, and processes with positive results.
2. Utilization of data and technology to showcase your contribution within the marketing community.
3. Have a proven commitment to enhancing the Omaha metro community through volunteerism, leadership roles, board member, etc.
4. Involvement with AMA Omaha (sponsor, past or present, employees involved as members or on the AMA Omaha board, etc.)

**Judging Criteria and Scoring**

Selection shall be based on the following criteria and evaluated on the point system:

<u>Criteria</u>	<u>Points</u>
High Standards of Marketing	30
Accomplishments, Results, Benefits	30
Mentorship, Training, Education	25
Involvement with AMA Omaha	15
<b>TOTAL POINTS</b>	<b>100</b>

**NEW! IN-HOUSE OF THE YEAR AWARD**

The AMA Omaha In-house of the Year Award, recognizes and celebrates the achievement of in-house marketing campaigns, while staying within budget parameters and attaining organizational goals. *Exclusively for in-house marketing teams.*

For an organization, to be considered for the In-house of the Year, factors considered include:

1. In-house marketing team that resides in the organization that is nominated.
2. Utilization of data and technology to garner positive business results within your industry.
3. Demonstrated marketing leadership through the innovation and implementation of new products or services, and processes with positive results.
4. Have a proven commitment to enhancing the Omaha metro community through volunteerism, leadership roles, board member, etc.
5. Involvement with AMA Omaha (sponsor, past or present, employees involved as members or on the AMA Omaha board, etc.)

**Judging Criteria and Scoring**

Selection shall be based on the following criteria and evaluated on the point system:

<u>Criteria</u>	<u>Points</u>
High Standards of Marketing	30
Accomplishments, Results, Benefits	30
Mentorship, Training, Education	25
Involvement with AMA Omaha	15
<b>TOTAL POINTS</b>	<b>100</b>

**IMPORTANT: Pinnacle entries and Marketer of the Year, Agency of the Year and In-house of the Year nominations cannot be accepted after Friday, February 15, 2019.**