

# HOW TO CREATE AWARD-WINNING ENTRIES



**AMA WORKSHOP | DECEMBER 2019**

# Pinnacle Awards

- The Pinnacle Awards are an opportunity for local organizations to showcase their most successful marketing campaigns. Awards are judged based off metrics and measurable tactics.
- **Results-based, not creative-based.**

# Categories

- **Six categories** organizations can select from when entering.
  - **Communications:** Brochures, newsletters, annual reports, etc.
  - **Public Relations:** Media kits, 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**

# Type of Business

- Within the six categories, organizations must select one of the “Types of Business”
  - **Small business:** Annual marketing budget less than \$100,000
  - **Large business:** Annual marketing budget of \$100,000 or more
  - **Not-for-profit:** Indicate type of business on entry
- Agencies can enter a not-for-profit client’s campaign under that type of business. If an agency chooses to enter a campaign they did for themselves, they must select the corresponding “Type of Business.”

# Composing an Entry

- Entry summaries must include:
  - **Objectives:** Describe the marketing or public relations situation and the objectives you set out to accomplish with this particular project.
  - **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.
  - **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.
  - **Optional – Other:** Include any unique circumstances you believe contributed to the success of your plan.

# Nomination-based Awards

- In addition to the Marketer of the Year, last year we added: Agency of the Year and In-house of the Year
- Nomination of an individual, agency or in-house team is free.
- Each award has its own criteria that judges use when reviewing the nomination.

# Pinnacle Award Judges

- Use a predetermined point system to judge each entries objectives, execution and results.
- Judges are responsible for judging Pinnacle entries, as well as, Marketer of the Year, Agency of the Year and In-house of the Year.

# NEW for 2020

This year we're excited to announce we're using a digital platform for entry submissions, nominations and judging.

What this means for you.

- Simple and streamlined registration process
- Ability to save your entry as a draft
- Ability to clone submissions
- Media uploads (video, images, etc.)
- Secure online payment

# Judges Panel Q&A

**Suzanne Buzek**, AMA Cincinnati Immediate Past President

**Annie Carl**, AMA Cincinnati VP of Pinnacle Awards

**Steve Mintz**, AMA Madison VP of Programming



# Important Dates

**Friday, December 13, 2019** — Entry submission opens

**Friday, January 31, 2020** — Early bird deadline

**Friday, February 14, 2020** — Entry deadline

# Save the Date

**Wednesday, April 22, 2020**

Pinnacle Awards Gala

Joslyn Art Museum