



# Outstanding Printed / Non-Printed Piece Entry Form

Submissions due April 20, 2007

Awarded May 8, 2007

*Please submit two copies of entry*

**Entry Fee: \$50 SMPS Members - \$100 Nonmembers**

**Directions:** All materials, including entry form, must be submitted in an 8.5" x 11" three ring binder. All 3D marketing pieces (i.e. cups, hard hats, pens, etc.) should be photographed and submitted with the three ring binder. List table of contents, which includes all information/materials, enclosed in the binder. Please label all accompanied material, disks or CDs. **Each entry must be accompanied with payment** and will become property of SMPS Nebraska Chapter. One form per entry. Submit nominations to: Melissa Scaturro, Clairmont Construction, 8802 S. 135<sup>th</sup> Street #100, Omaha, NE 68138. Phone, 402-861-4490 fax, 402-397-3313 e-mail, [mscaturro@clairmontinc.com](mailto:mscaturro@clairmontinc.com).

## A. General Information

1. Name of firm, address and phone number.
2. Point of contact for firm.
3. Please indicate if you are a large or small firm (large firm is 100 full-time employees or more).
4. Division: Please select no more than 3 entries per category (printed and non-printed)

### Printed

- Feature Writing
- Special Event
- Newsletter
- Direct-Mail Campaign
- Brochure
- Advertising
- Holiday Piece
- Annual Report
- Other: Please Describe

### Non-Printed

- Presentations (PowerPoint or flash)
- Radio Commercials
- Television
- Video
- Website
- Other: Please Describe

**B. Firms Marketing Objective**

1. Goals: Clearly state your marketing goals. What did your firm hope to achieve with the piece?
2. Target Audience: Who was the audience for this piece? Characterize the composition, size, and location of your target audience (e.g., 250 CEOs and senior managers of the top 500 leaders of the Nebraska high-tech industry).

**C. Content of the Piece**

1. Research, Planning and Implementation: What market research was conducted prior to the planning of the piece? Describe the production and delivery method. Was an outside consulting or graphics design firm used?
2. Message: What was the key message intended for this piece?

**D. Results of the Marketing Communication Effort**

1. Which of the goals in section B were achieved and how?
2. What is the planned shelf life or lifespan of the piece?
3. Budget and Cost Data: List your budget, actual total cost and cost per unit.