AASCIF

COMMUNICATION AWARDS 2019

CALL FOR ENTRIES

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AASCIF

AASCIF's goal is to recognize the best, most creative and effective communications programs created by member organizations.

Prizes are awarded in 14 categories. Additionally, there is a Best of Show category for the "Best of the Best" among the winners in all categories.

Award winners will have the opportunity to showcase their winning entries at the Cleveland conference in July.

ENTRY DETAILS

Email entries to Rachel Jepperson at rjepperson@wcf.com. Deadline for receipt of entries is **Friday, May 31 at 5 p.m. MST.**

All entries should be submitted as electronic files. Whenever possible, please submit the entries as a single file. PDF entries may include links to external media.

All entries must use the following naming convention: STATE ABBREVIATION_CATEGORY NUMBER **Example: TX_CAT1.PDF**

Directions for individual entries are included in the category descriptions.

A confirmation of receipt of entries will be sent via email to each participant within one week of the submission deadline.

Participation is open to all AASCIF-member boards. Entries should represent the fund or board for which they were created.

Items produced between January 1, 2018 and May 31, 2019 are eligible for entry.

Entry items cannot have been entered in past AASCIF competitions.

You may submit more than one entry per category. Identical entries in more than one category will not be accepted. Individual assets and pieces may be submitted both individually and as part of a larger campaign.

Entries received after the due date will not be accepted.

CATEGORIES

1 | EXCELLENCE IN DESIGN

This category recognizes outstanding design in any medium, including print, online, digital, branded items, new or updated company branding and more. Submit as a JPG, EPS or PDF file.

2 | EXCELLENCE IN WRITING

This category recognizes outstanding writing in any medium such as newsletter, magazine, newspaper or online. Submissions should be at least 500 words in length. Submit as a PDF or link.

3 | AGENT COMMUNICATIONS

This category evaluates agent communication assets and their effectiveness. Entries may include newsletters, emails, collateral pieces and more. Submit as a PDF or link.

4 | POLICYHOLDER COMMUNICATIONS

This category evaluates policyholder communication assets and their effectiveness. Entries may include newsletters, emails, collateral pieces and more. Submit as a PDF or link.

5 | EXTERNAL CAMPAIGNS

This category is for advertising or communications campaigns for external audiences. Entries should include examples from multiple mediums, such as advertisements, landing pages, brochures, newsletters, videos, press releases, etc. that comprised the campaign. Submit as a PDF.

6 | SOCIAL MEDIA CAMPAIGN

This category recognizes a single social media project or campaign. Entries may include any combination of posts, social assets and analytics. Submit as a PDF or link.

7 | MULTIMEDIA PRODUCTION

This category recognizes excellent multimedia productions such as videos, live streams, presentations, podcasts and more. Submit as an MP4 file or link.

8 | WEBSITE/MOBILE APP

This category showcases websites and mobile apps that are launched, redesigned or refreshed within the contest eligibility period. Include the URL or instructions to download the app. Judges will view the website or app on the day of contest judging.

9 | MARKETING AND COMMUNICATIONS TECHNOLOGY

This category recognizes successful use of marketing or communications technologies, such as marketing automation systems, email marketing systems, communication tools, social media management platforms, analytics tools, event platforms, content management systems, website platforms, marketing project management systems, etc. Submissions should focus on success experienced through use of the technology, such as successful implementation, data integration, positive results or new uses of the tools. Submit as a PDF.

10 | EVENTS

This category showcases events for internal or external stakeholders. Elements of the submission may include assets that represent events, such as planning materials, invitations and more. Submit as a PDF or link.

11 | INTERNAL NEWSLETTER - DIGITAL

This category recognizes successful employee newsletters that are digitally distributed. Submit as a PDF or link.

12 | INTERNAL NEWSLETTER - PRINT

This category recognizes successful employee newsletters or magazines that are printed. Entries should be submitted as a PDF.

13 | INTERNAL COMMUNICATIONS EXCELLENCE

This category showcases internal communications efforts or campaigns. Submissions may include intranet posts, advertisements, email campaigns, etc. Submit as a PDF or link.

14 | OPEN CATEGORY

This category recognizes marketing and communications excellence and may include any effort or asset. Examples include information kits, calendars, magazines, posters, promotional campaigns, logos and more. Submit as a PDF or link.

TOP 10 TIPS FOR WINNING ENTRIES

1. Clear and **readable.**

2. One sentence that **clearly states the objective** of the entry.

3. Concise and compelling summaries. (Suggestion: **tell the story** of the entry.)

4. Articulate the challenge or the problem that was overcome. (Suggestion: include **the result** as well.)

5. Conduct qualitative or quantitative **research** (as part of the work that guided creation of the entry).

6. Establish **specific, measurable objectives**, e.g. what you were trying to change, by how much, in what period of time.

7. Show how your **evaluation links to objectives.**

8. Include specific **stakeholders/ audiences**.

9. Include **detailed budget**, ie., describe how you made the best use of your budget and include hard and soft costs, such as time.

10. **Follow the directions** in this entry pamphlet.

HOW TO PREPARE
YOUR ENTRY

1 **Entries should be submitted in an electronic format.**

Entries should include any and all supporting materials referenced in the summary. Entries over five megabytes should be submitted via YouSendIt or similar file sharing site.

2 **Insert a completed entry form as the first page of your submission.**

Form can be found at the bottom of this document. Please designate a single contact person at your fund or board for all entries.

3 **Enclose a BRIEF, double-spaced summary.**

Two page maximum length describing the following three criteria:

» **Objectives and Strategy.** What are the specific and measurable objectives of the program? How do the content, vehicles used, and overall appearance support these objectives? Who are the targeted audiences? What was the overall strategy to reach those audiences? Please include the roles of internal staff and external consultants.

» **Evaluation.** How was the entry's success measured? How do the results relate to the stated objectives?

» **Budget.** What was the overall budget? What was the cost per piece to produce? List the individual costs of all components, including consulting fees.

4 **Email entries to:**

Rachel Jepperson, WCF
rjepperson@wcf.com
Deadline for receipt of entries is Friday, May 31, 2019 at 5 p.m. MST.

JUDGING CRITERIA

The judges will consider the following criteria when making their selection:

» Does the entry meet the stated objectives?

» Were the strategies and tactics well-developed and effective?

» How was the effectiveness of the entry evaluated?

» Was the budget adequate to achieve stated objectives?

» Are the writing and editing logical, concise, and creative?

» Does the entry exhibit creative and effective design or layout?

» Does the entry maximize the medium's potential?

» How effective is the entry in telling a story, providing evidence and conveying results?

IMPORTANT REMINDERS

Awards may be given for first, second, or third place in each category. Entries are limited to one per category.

IMPORTANT: A minimum of three entries by three states or provinces must be entered into a category for judging.

Categories with fewer entries will not be judged. These entries will be moved to the "Open Category." Organizations that enter two or more entries in the "Open Category" are eligible to receive only one award in that category.

SUBMISSION

Remember to enclose the following items in an electronic format:

1 Entry form, as first page of document

2 Entry summary

3 Any supporting materials should be packaged with the entry and summary

DEADLINE

The deadline for receipt of all entries is *Friday, May 31, 2019 at 5 p.m. MST.*

Late entries will not be accepted.

Send to:

Rachel Jepperson
rjepperson@wcf.com

Category _____

Title of entry _____

Organization _____

Person authorized to submit entry _____

Title _____

Phone _____ Email _____

In the event this entry is selected for an award, please notify (organization's single point of contact):

Name _____

Title _____

Organization _____

Address _____

City _____

State/Province _____ ZIP/Postal code _____

Phone _____ Email _____

How would you like your company's name to appear on the award plaque?

_____