

2010 Official Entry Pack

The Atlanta Interactive Marketing Association Presents the



A W A R D S 2 0 1 0 where digital evolves

Award Entry Deadline - Friday, February 26, 2010
Awards Ceremony – Thursday, April 29, 2010

PLEASE READ THIS PACKET IN FULL BEFORE SUBMITTING YOUR ENTRY ONLINE:

<http://www.clientize.com/aima/awards.asp>

Overview

The Atlanta Interactive Marketing Association (AiMA) has established the AiMA Awards to recognize Atlanta-area companies, agencies, and individuals or national agencies with Atlanta-based clients or offices that are leaders in the field of interactive marketing. The objective is to encourage and reward innovative and measurably effective interactive marketing programs by sharing the industry's best practices with others in the local business community. In doing so, AiMA hopes to improve the collective knowledge and success of Atlanta interactive marketing practitioners.

Why Enter?

This is an opportunity to be recognized in front of your peers for your outstanding interactive marketing efforts. The winning entries will be announced at the 2009 AiMA Awards ceremony on Thursday, April 29, 2010 at The Atlanta Opera Nightclub. Winning companies will be recognized on the AiMA Awards website as well as in public relations efforts following the April 29th event. Each winner will also receive an awards trophy.

Entry Requests

A soft copy of this packet can be found at www.aimaawards.com.

Eligibility

Entries must be for a campaign that initially ran and results completed in calendar year 2009 and produced by and/or for an Atlanta-area company. Joint, team, and individual entries are acceptable. Entries may be from AiMA members or non-members. There is no limit on the number of entries an individual or company may submit, but each unique project requires a separate submission for each category in which it is entered.

Entries will not be considered eligible unless all supporting documentation is provided and payment has been made.

Entry Fees

Entry fees are \$110 per entry. Deadline for entries is February 26, 2010. Entry fees must accompany all entry submissions and are payable online following the completion of the online entry form. Credit card payments are preferred, but payment via check can be arranged by [emailing us](#).

Entries

Entries for each category should include the following information. This information will be submitted via the online form. We suggest preparing your entry and payment method prior to accessing the online form since entries-in-progress cannot be saved for later completion. Entrants are encouraged to quantify their nomination as much as possible.

You must submit your entry online at <http://www.clientize.com/aima/awards.asp>. Entries should include the following information:

Brief description of Interactive Marketing Program

- Target Market
- Situation
- Competition
- Internal Challenges
- Budget and Timing Issues
- Technical Challenges Faced
- Timing Constraints
- Results

Goals

State the success criteria e.g. branding, brand preference, recall, purchase intent, direct response, email captures, sales, increase traffic, etc.

- Describe industry standards for similar campaigns/programs and/or the projected results prior to launch
- Include known obstacles that had to be overcome

Implementation

Detailed description of the program and how components were implemented using technology

- Describe any innovative uses of technology
- Describe media selections (if applicable)
- Describe technological constraints/challenges and how they were overcome

Results

State performance metrics

- Forecasted versus Actual
- Comparisons with industry standard metrics
- Time spent
- Conversions

Supporting Documentation

In order to be considered for an award, ALL of the following documentation must be included with your entry:

1. **ALL entries must be accompanied by a link to a web site where judges will view and interact with program components.** This URL will be hosted by the entrant, not by AiMA. Entry web site must include the following items:
 - a. Creative components of the program. It does not have to be a working site, screen captures are fine (unless stated otherwise for your category), but all creative will be judged online. There must be an URL for **each** entry. No use of the same links from entry to entry.
 - b. Your company's logo for use in the awards presentation.
 - c. The site must not be password protected or have restricted access.
 - d. Note that all files posted at this URL will be requested for use in the awards presentation if you are selected as a finalist.
2. All entries are due by February 26, 2010.

Award Categories

Nine awards will be given to recognize excellence in interactive marketing programs and activities. Seven of these awards will be drawn from the categories below. We also included a People's Choice award to ensure we capture everyone's vote. All entries will be eligible for the eighth category of Best in Show.

Please note: AiMA reserves the right to re-categorize entries and/or create, consolidate, or eliminate categories in its sole and determinative discretion.

Most Effective Integrated/Cross Channel Marketing Campaign

Awarded to the marketer displaying the best ability to deliver a unified message across multiple media while effectively leveraging the unique aspects of each. Entrants must demonstrate use of two or more channels, which can include, but are not limited to, email, video, search engine marketing, banner advertising, co-registration and customer acquisition methods. Effectiveness is measured by comparing results to previous efforts, industry standards (preferred when available) or initial goals and focuses on the use of online media as part of a cross-channel advertising program. This category considers how the online media is used as part of the media mix and how the impact of the online program is measured.

Most Effective Use of a Website

Awarded to the marketing organization who best achieves its goal for websites designed for a specific purpose. These can include, but are not limited to, newly-launched or redesigned sites, online promotions and/or sites constructed for rebranding initiatives. The entry should include specific goals, objectives, tactics and the results. Effectiveness is measured by comparing results to industry standards (preferred when available) or initial goals.

Most Effective Search Engine Marketing Program

Awarded to the marketer displaying the most successful and unique strategy for conducting a search engine marketing campaign. Success is measured both in terms of resulting number of new customers and customer acquisition cost. Effectiveness is measured by comparing results to previous efforts, industry standards (preferred when available) or initial goals.

Most Effective Online Brand Experience Through Social Media

Awarded to the marketer who best displays the use of social media to compel recipients to take the desired action. These can include, but are not limited to blogs, podcasts or social media sites such as Facebook, Twitter and MySpace. The entry should include details of the program including goals, objectives, tactics and the results. Effectiveness is measured by comparing results to previous efforts, industry standards (preferred when available) or initial goals.

Most Effective Email Campaign

Awarded to the marketer displaying the best use of email in a marketing program which compels recipients to take the desired action. Effectiveness is measured by comparing results to previous efforts, industry standards (preferred when available) or initial goals.

Most Effective Use of Video

Awarded to the marketer who best displays the use of video through streaming or video-based advertising. These can include movies, video clips or gaming. The entry should include details of the program including goals, objectives, tactics and the results. Effectiveness is measured by comparing results to previous efforts, industry standards (preferred when available) or initial goals.

Most Effective Local Campaign

Awarded to a Georgia based Agency or Brand displaying the most successful online marketing campaign for a Georgia based company. The agency must have one location in Georgia and all marketing efforts on the part of the brand or the agency must be confined to the state of Georgia only. Entrant must include campaign objectives and success metrics such as email or customer acquisition, conversions, attendance to an event, entrants, sales, website traffic, etc..., Tactics may include, mobile SMS, MMS or display, email, social, media, website development, SEM, banner, advertising, video and cross channel. Effectiveness is measured through a comparison of success metrics to both industry benchmarks and campaign objectives.

Most Effective Mobile Campaign

Awarded to the marketer displaying the most successful and unique strategy for conducting a mobile marketing campaign. Mobile marketing campaign tactics can include but are not limited to; SMS, MMS, display advertising, WAP sites and mobile applications. The entry should include details of the program such as goals, tactics and results. Results should be based upon a variety of success metrics such as; downloads, email/phone number acquisitions, WAP site page views and/or unique visitors, Click through rates, conversions, sales, SMS/MMS open up rates, etc. Effectiveness is measured by comparing results to previous efforts, industry standards or campaign objectives.

AiMA Awards Best of Show

Tabulated based on scoring criteria from our judges, the Best of Show award will recognize the entry from the seven judged categories that scores the highest against all evaluation. All entries submitted to the competition will be eligible for Best of Show.

AiMA People's Choice

This year marks the second annual AiMA People's Choice Awards. It starts by picking your favorite campaign from the three finalists in each of the seven judged categories. Next, on the night of the AiMA Awards Ceremony, attendees will vote on one winner from the most popular selections. Voting will occur via mobile device. All entry finalists will be eligible for the People's Choice award.

Judging

Entries will be judged based upon their documented success in achieving business goals, their impact upon the program, their creativity in achieving results, and their use of innovative tactics or technologies. Specific judging criteria are stated below. A 50-point judging system for each entry will be used. Real time voting will occur up until event day. Each entry is to be judged from one to ten in the following five categories:

1. Appropriateness of the campaign to the target audience, company/product, and the brand.
2. Creativity in execution, functionality, and innovation.
3. Clarity of Message for ad campaigns or Ease of Use/Navigation for web sites and technology.
4. Performance. Did results meet the objectives? Was the campaign executed correctly?
5. Overall Experience.

A minimum of 35 points must be scored by the winning entry. If no entries in a category score a minimum of 35 points, no award will be given for that given category. To ensure objectivity and unbiased voting, the judging panel will be comprised of representatives from the media, academia and interactive practitioners from outside of the Atlanta community. These judges will remain confidential until the April 29th event.

Acknowledgement of Receipt of Entries

If you would like to be notified when we have processed your entry, please include a valid email address where you may be contacted. After receiving your package, we'll send an acknowledgement to you.

Entry Finalists

The top three entry finalists in each award category will be notified of their finalist status no later than April 7, 2010. Complete credits, proof of rights clearances, and any reproduction materials will be requested at that time for possible use at the awards banquet and accompanying publicity. Please note that AiMA will be unable to award a prize to, publish or exhibit any winning entry that does not provide adequate proof that all necessary rights clearances have been obtained.

Payment

Entry fees are \$110 per entry. Deadline for entries is February 26, 2010. Entry fees must accompany all entry submissions and are payable online following the completion of the online entry form. Credit card payments are preferred, but payment via check can be arranged by [emailing us](#).

Contacts & Questions

Please direct questions to the following contacts:

Entries: aimentries@gmail.com

Judging: Jennifer Van Fossen jvanf@yahoo-inc.com

Other: Jessica Catz Jwcatz@gmail.com