

AMY

awards

64th Annual AMY Awards

2021 Call for Entries

Guidelines and Submission Process

AMY AWARDS

Welcome to the Atlanta Marketer of the Year (AMY) Awards call for entries presented by the Atlanta Chapter of the American Marketing Association. For 64 years it has been the premier annual awards competition in Atlanta, focused on honoring results-based marketing programs that help build and grow business.

The 2021 AMY Awards competition offers **23** opportunities to win an AMY Award Red Pencil. Open to both corporations and agencies, AMA Atlanta recognizes those who have come up with Big Ideas and turned them into Big Results.

MARKETER OF THE YEAR

Marketing programs don't create themselves. Behind each successful initiative is a creative, dedicated leader who inspires and brings the best out of their team. The AMY Awards competition has expanded to offering two nomination-based awards recognizing an individual – The Atlanta Marketer of the Year, and the Atlanta Rising Star Marketer of the Year.

The first award, established in 2007, recognizes agency principals and/or corporate marketers in Georgia who contributed their talent, leadership and vision to their organizations and to the field of marketing. The Rising Star award was new in 2017, and was established to recognize the contributions of marketers in the first five years of their career. Nomination submissions are **free** and self-nominations are welcome. Nomination details and deadline are listed below, in the Marketer of the Year section.

ABOUT AMA ATLANTA

Driving Member Value Through “Linkology”

AMA is an international organization with a membership of over 30,000 professionals in over 75 chapters.

HOW TO ENTER

1. Review and follow the Eligibility section to ensure that your work meets the criteria
2. Refer to the Category Listing to identify the category(s) in which your work will compete
3. Complete the payment process and submit your entry through the AwardStage portal at <https://amyawardsatl2021.awardstage.com>.

Submission of entries acknowledges the right of AMA Atlanta to use them for publication, exhibition and marketing of the AMY Awards Gala.

ELIGIBILITY

All work entered in the 2021 AMY Awards competition must have first appeared in the media between January 1, 2020 and December 31, 2020. Work must have been created by or for a Georgia-based company.

The expressed intent of the AMY Awards competition is to recognize and reward marketing excellence and work that has legitimately been used in the marketplace. Occasionally, an entry is submitted that appears to have been created outside the conventional agency-to-client-to-media marketing structure; as if the entry was created solely for the purpose of winning an award. This type of work is not accepted. All entries for marketing services must have been delivered for the purpose of raising awareness, credibility, value or decision and must have achieved results.

Should a question arise relative to the eligibility or legitimacy of any entry, the entrant agrees by their acceptance on the entry form to furnish the necessary documentation for review by the AMY Awards Committee. Failure to do so can be grounds for disqualification without refund of entry fees.

ENTRIES MUST

- Meet all eligibility and deadline requirements
- Be entered in the correct category and be correctly identified
- Include a complete entry submission form
- Include proof of payment
- Include properly formatted creative support
- Conform to defined submission requirements
- Conform to all copyright laws
- Be revised appropriately if submitted in multiple categories to properly address the objectives of each category.

Copyright infringement and/or plagiarism (be it intentional or unintentional) will result in the disqualification and, if applicable, removal of awards from any entry deemed in violation. All entry fees will be forfeited.

DEADLINES & FEES

EARLY ENTRIES: April 1, 2021 - April 30, 2021

EARLY ENTRY FEE:

- AMA Member - \$150
- Non-AMA Member - \$200
- Non-Profit AMA Member - \$125
- Non-Profit Non-AMA Member - \$150

Entries received after April 30th will be eligible for the late entry fee.

LATE ENTRIES: May 1, 2021 - May 28, 2021

LATE ENTRY FEE:

- AMA Member - \$200
- Non-AMA Member - \$250
- Non-Profit AMA Member - \$175
- Non-Profit Non-AMA Member - \$200

Entries must be received no later than May 28, 2021

PAYMENT

Payment must be made online at <https://amyawardsat2021.awardstage.com/>
Fees are non-refundable.

EVALUATION CRITERIA

Entries for each category are evaluated and scored by a panel of judges against four key criteria:

1. **Objectives:** Provide an overview of the program/campaign's qualitative and quantitative objectives. Clearly outline the situation and key performance indicators.
2. **Strategy:** Elaborate on the program strategy(s) clearly listing the target audience(s) and any audience insights.
3. **Execution:** Describe the tactical execution (creative, production, implementation, etc.) of the program.
4. **Results:** Tell us how the program delivered against objectives listed in question 1 and the impact (if any) to the overall business objectives. Be sure to outline qualitative and quantitative results.

All entries will be reviewed by the AMY Awards judging committee. To ensure objectivity in the judging process, judges will not be allowed to review entries in which they may have a vested interest. It is up to the discretion of the judges whether or not a winner will be selected for each category.

ENTRY SUBMISSION GUIDELINES

Complete the Entry Submission Form which can be found online at:

<https://amaatlantaamyawards.awardstage.com/>

- Only results presented in the essay will be considered
- Increase readability by using bullet points
- Call out key pieces of information
- Remember – Less is More
- Entries may be submitted in more than one category if eligibility requirements are met

It is not guaranteed that all categories will recognize a winner. Only submissions that provide solid results and exemplify the qualities of great marketing will be considered for finalist placement.

CREATIVE SUBMISSION DO'S & DON'TS

Please provide a single creative support file to accompany your essay submission. Category finalists will be highlighted in the AMY Awards event program so it is required that all files uploaded be print ready. Files that do not follow the creative requirements will not be included in the entry for judge's review.

- **DO** submit in accepted formats: JPG, PDF, EPS
- **DO** provide a high resolution image: 300dpi, >1M, print ready
- **DO** provide URL's for website entries. For websites that require password access, it is suggested that entrants create a guest user account login for the purpose of AMY Awards judging.
- **DO NOT** place artwork images into a PPT.
- **DO NOT** place company logo(s) into the artwork file
- **DO NOT** submit files that will attempt to install a program on the judging computer(s). Executable files cannot be judged and will be disqualified without reimbursement of entry fees.

AMY AWARD ENTRY CATEGORIES

Which categories will you enter? Agencies, don't forget to enter work done for self promotion.

1. Digital

- a. **Social Campaign:** Best use of destination social media or networking website(s) and/or technologies to generate leads and/or desired audience response for a product or service
- b. **Influencer (blog/social):** Best use of an influencer in a digital campaign to generate leads or desired target audience response for a product or service
- c. **Website/Web Creative:** Best website design and or online media creative using the Web, Web-based application and/or online marketing tools to increase the presence and activity surrounding a specific product/service; campaign(s)
- d. **Email Marketing:** Best use of email to drive a desired target audience response such as generated incremental sales, increased retention/loyalty, or increased referrals/advocacy
- e. **Ecommerce (lead gen):** Best website design and functionality that improved some type of quantifiable response (sales, leads, sign-ups)
- f. **Paid Search/PPC:** Best paid search campaign incorporating innovative pay-per-click campaign techniques to improve campaign results
- g. **SEO:** Best natural search campaign using innovative techniques that improve organic results and impact for the client
- h. **Programmatic:** Best use of digital advertising (media placement) to reach desired target audience(s) and affect desired audience response

2. Traditional

- a. **Broadcast:** Best use of TV or Radio broadcast advertising (creative content and media placement) to reach desired target audience(s) and affect desired audience response
- b. **OOH:** Best use of out-of-home advertising (creative content and media placement) to reach desired target audience(s) and affect desired audience response
- c. **Print (newspaper, magazine):** Best use of print advertising (creative content and media placement) to reach desired target audience(s) and affect desired audience response

3. Integrated Marketing Campaign of the Year (*showcase part of award show*)

- a. **Business-to-Business:** Best use of integrated marketing tactics to target a business-to-business audience
- b. **Business-to-Consumer:** Best use of integrated marketing tactics to target a business-to-consumer audience, campaign(s) for companies
- c. **Visual Branding/Identity:** Best overall strategy, design and implementation of a new or refreshed brand identity

- d. **Non-profit:** Best campaign strategy and execution to support the success of an approved 501(c)3 non-profit organization
4. **Event (including virtual events)**
 - a. **B2B Event:** Best concept, design and execution for a conference or tradeshow
 - b. **B2C Event:** Best concept, design and execution for a consumer event
 - c. **Non-profit Event:** Best concept, design and execution for an event, tradeshow or conference for an approved 501(c)3 non-profit organization
5. **Healthcare:** Best use of marketing tactics to create awareness and disseminate information specifically related to healthcare (especially COVID-19)
6. **Social Justice:** Best use of marketing tactics to highlight social injustices and promote equality
7. **2020 Pivot:** Did 2020 turn your campaign upside down? Tell us how you were able to take a campaign already in progress and turn it around with great results even during the COVID-19 pandemic, the social justice demonstrations and conversations, and the overall American political climate.

MARKETER OF THE YEAR (MOY) NOMINATION CATEGORIES (FREE)

1. ATLANTA AGENCY/CORPORATE MOY

Agency and/or Corporate nominees are active in the marketing, public relations and/or marketing business in a principal or leadership role and are headquartered in Georgia or have a branch/subsidiary in Georgia.

Evaluation criteria include:

- Role in organization
- Business accomplishments and contributions to the business of marketing to within the time period of January 1, 2020 to December 31, 2020
- Demonstration of superior leadership within and outside the organization

2. ATLANTA RISING STAR MOY

Rising Star nominees are individuals active in a marketing-related role at a company or agency headquartered in Georgia, and have been in marketing for five years or less.

Evaluation criteria include:

- Role in organization
- Business accomplishments and contributions to the business of marketing to within the time period of January 1, 2020 to December 31, 2020
- Demonstration of superior contributions within and outside the organization

CONTACT AMY'S

For any questions regarding the entry process please feel free to call or email:

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