

SMPS SeLA 2024 Communications Awards



About the Communications Awards

The SMPS SeLA Communications Awards will be presented to firms whose campaigns and materials most compellingly achieve their marketing goals. The awards, judged by an independent panel of senior professionals in the industry, will provide you and your firm with peer recognition, expert feedback, and highlight the outstanding efforts made by your marketing professionals.

- Entry Fee for SMPS Members: \$75 per entry
- Entry Fee for Non-SMPS Members: \$100 per entry
- Entry fees must be submitted through the SMPS SeLA website. Check or cash payments not accepted.
- Templates are issued within 48 hours of payment.
- Submissions must pertain to the AEC industry.
- There is no limit to how many categories or projects you can submit for.
- Winners will be announced at the SMPS SeLAbration on Thursday, August 22.

Important Dates

- Monday, June 3 – Marketing and Achievement Awards open (6 weeks to submit)
- Monday, July 15 at 5pm CST – Submissions are due
- Thursday, August 22 – SMPS SeLAbration & Awards Ceremony

How to submit

Email this PPT to Lorraine Lorio at llorio@trapolinpeer.com by Monday, July 15 at 5pm CST.

Questions

Lorraine Lorio at llorio@trapolinpeer.com

NOT FOR SUBMISSION

SMPS SeLA 2024 Communications Awards



Submission Information

Category:
Project Name:

Name:
Title:
Company:
Email:

Communications Award Categories

Marketing Campaign
This category includes newsletters, direct mail campaigns (digital and print), internal marketing communications, promotional materials, and advertising. These can apply to your firm or to a specific project. Please provide PDF files or links in your digital submission packet.

Corporate Branding
A consistent graphic image applied to your firm’s print and collateral materials. Submit a representative sample of materials that convey your firm’s corporate identity and brand awareness. Entry may include logo application such as business cards, stationary, brochures, books, letterhead, or graphic standards manuals. Please include PDF files in your digital submission packet.

Digital Marketing
This category includes websites, social media campaigns, blogs, and video marketing that have been launched to promote your firm or to promote a specific project. Please submit a link(s) or video file in your digital submission packet.

Event Marketing
This category includes holiday events, trade shows, special events, employee engagement and events. Please provide PDF files in your digital submission packet.

Judging Criteria

All entries will be judged on a numeric scale in each of the following evaluation criteria:

- Ability of the submission to meet the objectives as outlined in the Statement of Work
- Visual impact and effectiveness of the graphic design, photography, and illustrations
- Effectiveness of the copy and concept in communicating with the target audience
- Cohesiveness of concept and copy
- Marketing results
- Navigational effectiveness (digital submissions)

NOT FOR SUBMISSION

Creative Brief

Title of Entry - Entry Category



Creative Brief (250 words or less, visual assets are optional)

Please provide the creative brief for your entry to convey to their jurors why your entry should win.

NOT FOR SUBMISSION

Visual Assets (1 of 2)

Title of Entry - Entry Category



Use this slide to layout your visual assets.

NOT FOR SUBMISSION

Visual Assets (2 of 2)

Title of Entry - Entry Category



Use this slide to layout your visual assets.

NOT FOR SUBMISSION

Marketing Objectives

Title of Entry - Entry Category

Identify your marketing goals (75 words or less, visual assets are optional)

Answer the following questions:

- What did your firm hope to achieve with the piece or program?
- How did you plan to measure your results against your marketing goals?

Include the following information:

- Marketing objectives
- Specify time frame
- Budget information
- Methodology for collecting and evaluating results

NOT FOR SUBMISSION

Target Audience

Title of Entry - Entry Category



Define the audience for this piece or program. (50 words or less, visual assets are optional)

Answer the following questions:

- Who was your target audience?
- How many pieces were sent via mail, e-mail, or social media? If a website or video, what were your analytical goals?
- Characterize the composition, size, and location of your target audience (example: 250 CEOs and senior managers of the top 500 leaders of the California high-tech industry). Identify your marketing goals.

NOT FOR SUBMISSION

Research & Planning

Title of Entry - Entry Category



Research & Planning (100 words or less, visual assets are optional)

- Describe the market research conducted prior to planning your piece or program.
- Summarize your marketing plan efforts.
- Explain the production and delivery method.

NOT FOR SUBMISSION

Messaging

Title of Entry - Entry Category



Messaging (50 words or less, visual assets are optional)

- Describe the intended message or call to action of this entry?
- What are you trying to convey or communicate to the audience through this marketing piece?

NOT FOR SUBMISSION

Results

Title of Entry - Entry Category



Results/Impact (100 words or less, visual assets are optional)

Answer the following questions:

- What was the ROI?
- Which actions did the target audience take after receiving your materials (testimonials/feedback)?
- Did you meet your specific goals set in your marketing objectives (Question #1)? If not, what would you have improved or changed about your piece?

NOT FOR SUBMISSION