

# MARKETING <sup>2 0 1 0</sup> *excellence* MARKETING NOW AWARDS

THE SECRET  
TO **EFFECTIVE**  
MARKETING IS  
TO **FOCUS** ON  
CREATING **VALUE.**  
THAT'S THE  
SPIRIT BEHIND  
**2010 MARKETING  
EXCELLENCE  
AWARDS.**

Entries are now being accepted for *Marketing Now's* 2010 Marketing Excellence Awards. For the 2010 ranking, the Marketing Excellence Awards will recognize the exceptional marketing efforts of architecture, engineering, planning, and environmental consulting firms in the United States and Canada.

For this contest, exceptional is defined as having achieved measurable results and/or design excellence. Winners will be determined based on demonstrated results (such as increased leads, more inbound inquiries, new projects, etc.), as well as creativity and marketing objectives. A group of judges, including ZweigWhite consultants as well as industry practitioners, will assess each entry based on the defined criteria. A Best in Show will be selected from first-place winners from each category to honor the best of the best.

Winners will be announced in the April issue of *Marketing Now* and on a dedicated ZweigWhite web page. A commemorative e-book with all winning entries will be created for each winner and available for sale. Each winner will be featured in *Marketing Now* articles throughout 2010.

Past Marketing Excellence Awards winners have received significant favorable media coverage as a result of being part of this prestigious roster. Great press often translates to new business and can help your current clients and staff feel more confident about their relationship with your firm, spurring on even greater business success.

**Don't delay! You must enter by February 26, 2010 to be eligible.**

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## MARKETING NOW

Insight and intelligence for architecture, engineering, and environmental consulting firms

# ENTRY FORM

## The *Marketing Now* 2010 Marketing Excellence Awards

**Eligibility:** The *Marketing Now* 2010 Marketing Excellence Awards is limited to firms based in the United States or Canada that derive the majority of their revenues from the practice of architecture, engineering, planning, environmental consulting, or allied disciplines. Design/build firms, which provide both design and construction services, are also eligible. The firm must have conceived the idea for the marketing campaign/piece internally (i.e. work outsourced entirely by hired consultants is not eligible). Printing, mailing, graphic design, or web design could be outsourced, for example, as long as the concepts are directed by the internal group. The piece/campaign item must have been created and distributed in 2008 or 2009. Only firms that are in business as of January 1, 2010 are eligible.

### Entry categories

First, second, and third place winners will be announced in the following categories:

**Web site:** This is a web site that promotes your firm, its capabilities, and experience. This can be an existing web site or a re-launch.

**Advertisement:** This may consist of either a print or electronic advertisement that promotes your firm's services, capabilities, or experience. Electronic or print ads are acceptable.

**Direct mail campaign:** This category requires review of the multiple marketing materials sent to a targeted audience as part of an ongoing campaign and is not limited to a specific piece.

**Target marketing:** This is a marketing piece targeted specifically to a particular audience. It may market the company, a service, or project experience but must be geared to a specific audience rather than a general audience.

**Special event marketing campaign:** These are marketing materials for a specific one-time event, such as an open house, anniversary, or other celebration or significant event. This may consist of an individual piece or a campaign.

**Media relations campaign:** These are media releases, articles, and other elements of a communications effort that are focused on media relations.

**New media:** Social media or other user-generated content for marketing and communication via social networks, blogs, forums, wikis, or other online communities such as Twitter, LinkedIn, Facebook, YouTube, and Flickr.

**External newsletter:** This is a newsletter created by your firm with content also generated internally. Unlike an internal newsletter, the newsletter is geared toward an external audience of your clients and potential clients. Can be either a printed newsletter or in an electronic format.

**Custom magazine:** This can include contributing writers from other firms but must be a publication created and managed internally, focused on the industry or a specific segment/issue for the industry.

**Judging:** Winners will be determined by a panel of marketing experts. Entries will be judged in each category by all judges and winners will be chosen by the following criteria: measurable awards, creativity, and marketing objectives.

**Deadline:** Entries must be received by **February 26, 2010**. The entire entry form must be completed and two copies of each marketing piece submitted must be included. For web site entries, please provide exact URL and a printed screen shot of your home page. Incomplete entries will be disqualified.

Information on measurable results must be supplied. Firms may submit for multiple categories but must complete a separate entry form for each entry.

**Entry Fee:** All firms submitting entries will be charged a \$200 processing fee per entry. Firms may submit their credit card information below or request an invoice. If firms are submitting in more than one category, one payment can be made but separate forms need to be completed for each entry. All invoices must be paid by March 1, 2010 for firms to remain in consideration for The *Marketing Now* 2010 Marketing Excellence Awards. All entry fees are non-refundable after March 1, 2010.

**Results:** Winners for each category will be announced and highlighted in a special April issue of *Marketing Now*. Winners will be notified of their status (winner, honorable mention, or neither) before the issue is published.

**Questions:** If you have questions regarding The *Marketing Now* 2010 Marketing Excellence Awards, please contact Sarah Nasznic at 508-651-1559 or [snasznic@zweigwhite.com](mailto:snasznic@zweigwhite.com).

### Submittal Requirements:

Two copies of each marketing piece entered must be included. For web site entries, please provide exact URL and a printed screen shot of your home page.

#### 1.

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COMPANY NAME

---

CONTACT NAME

TITLE

---

ADDRESS

---

CITY

STATE

ZIP

---

TELEPHONE

FAX

---

E-MAIL

---

WEB SITE

#### 2. Entry category (check one)

- |   |   |
|---|---|
| <input type="checkbox"/> Web site                         | <input type="checkbox"/> Media relations campaign |
| <input type="checkbox"/> Advertisement                    | <input type="checkbox"/> New media                |
| <input type="checkbox"/> Direct mail campaign             | <input type="checkbox"/> External newsletter      |
| <input type="checkbox"/> Target marketing                 | <input type="checkbox"/> Custom magazine          |
| <input type="checkbox"/> Special event marketing campaign |   |

### 3. Submission description

All eligible entries must include a submission description, which includes answers to all of the questions below, in a separate document along with their entry form. Guidelines for this description are provided below. Please include the firm name and entry category on each page. Two copies of each marketing piece submitted must be included. For web site entries, please provide exact URL and a printed screen shot of your home page.

#### I. Development:

What planning and research was conducted before developing your marketing piece?

Describe the process of developing this marketing piece and list who was involved.

#### II. Goals and Scope:

Describe the general purpose for your marketing piece (i.e. new service announcement, branding, business development, etc.).

Describe the goals for the marketing piece. Describe the target audience for the marketing piece.

#### III. Results:

Were your established goals achieved?

How did you measure the level of success?

What results did you achieve?

Did this marketing piece win any other awards?

#### IV. Budget:

What was the budget for the marketing piece?

What was the actual cost for the marketing piece?

#### V. Other Matters:

Any other comments or information you'd like to share about your marketing piece?

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**Please provide payment information for the \$200 processing fee (per entry; firms with multiple entries will be charged \$200 for each entry).** *(Entry fees are non-refundable after March 1, 2010.)*

Charge my:

VISA     MasterCard     American Express

\_\_\_\_\_  
CARDHOLDER

\_\_\_\_\_  
CARD#

\_\_\_\_\_  
EXPIRATION DATE

\_\_\_\_\_  
SIGNATURE

Thank you and good luck! Please send completed entry forms and marketing materials by February 26, 2010 to:

**Zweig White**  
attn: Sarah Nasznic  
321 Commonwealth Rd, Ste. 101  
Wayland, MA 01778

My check is enclosed, payable to 'ZweigWhite'

Please bill my firm. (Invoices must be paid by March 1, 2010 for firms to remain in consideration.)

Purchase Order #: \_\_\_\_\_ (optional)