

The Marketing Award of Excellence is brought to you by
the American Marketing Association of Oregon.
Please review information carefully.

APPLICATION FORMS

MAX applications are available online at www.maxaward.org.

PROJECT CATEGORIES

1. INTEGRATED MARKETING CAMPAIGN - Business to Consumer/Retail (requires three or more media)
2. INTEGRATED MARKETING CAMPAIGN - Business to Business (requires three or more media)
3. INTEGRATED MARKETING CAMPAIGN - Nonprofit and Government (requires three or more media)
4. PUBLIC RELATIONS (Nonprofit, Business to Business, or Business to Consumer. Only one will win.)
5. SINGLE MEDIUM ADVERTISING (Examples include broadcast, print, direct mail, interactive, out of home, and non-traditional. Can include one of the media used in an Integrated Marketing Campaign submission. One winner.)

SUBMITTAL REQUIREMENTS

- You may submit up to one entry per category for a total of five entries.
- Each entry must be submitted with an online entry form (available at www.maxaward.org), entry fee, and Description of Entry (see page 2).

ELIGIBILITY

Marketing professionals living or working in Oregon or SW Washington are eligible to submit an entry. The award is open to all marketers including agencies, consultants, corporations and nonprofits. If you have a successful marketing program, we want to know. This award is based on marketing campaigns developed and implemented between January 1 and December 31, 2009.

Entrants do not have to be AMA members in order to enter. Current AMA Board members are not eligible, but their respective companies may enter. AMA reserves the right to use project summaries for promotional purposes and to display entry materials.

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APPLICATION REQUIREMENTS: DESCRIPTION OF ENTRY

Clearly identify your project category. Provide a written description of how your marketing campaign achieved results for each of the five sections detailed below. Entry should include relevant visuals and background material to fully describe the project including: research, collateral, press, sample ads, screen shots (of web pages), etc. All information must be attached to online application form available at www.maxaward.org.

1. EXECUTIVE SUMMARY

2. MARKETING OBJECTIVES AND BUDGET

Describe the primary marketing objective(s) of the campaign, expected results and the resources (budget) allocated to the campaign. Describe the market characteristics pertinent or challenging to the project (competitive, political, cultural, technological, etc.). Describe the target audience for the project, its pertinent characteristics, demographics, geographics, psychographics, and/or behavioristics.

3. STRATEGY

Describe the message, creative, and media strategies for the project. For Integrated Marketing Communication Campaign entries: Describe how the campaign was integrated.

4. OUTCOMES

Describe the measurable outcomes for the marketing objectives, behavioral objectives, and communication objectives. Describe other pertinent results and anecdotal evidence of success.

ENTRY FEES

Pre-deadline entries before 5 p.m.
(Friday, January 15)

- AMA member \$55
- Non-member \$75

Late deadline entries before 5 p.m.
(Friday, January 22)

- AMA member \$110
- Non-member \$150

JUDGING

The MAX judges will be top marketing professionals and academics in the Portland area. All judges' decisions are final.

MAX AWARD EVENT & SHOWCASE OF ENTRIES

February 25, 2010

4:00 - 7:00 p.m.

Portland Marriott Downtown Waterfront, 1401 SW Naito Parkway

At the event, entrants will be given 3 feet of table space per entry in which to display their campaign. The winners of each category will be announced following the cocktail reception and showcase of entries. Winners will receive a MAX trophy, a gift for each team member, and enormous recognition at the event.

QUESTIONS?

Visit maxaward.org

Email max@ama-pdx.org

Call Monica Santi, 503-490-4430