

The Marketing Excellence Award 2008

ENTRY FORM

Reserve Your Spot In The Limelight

ex•cel•lence a•wards (ek-suh-luhns ə-wôrdz)

1. n. award celebrating success in campaign and marketing initiatives excuted in 2007 for effective creative, promotional success, and ultimately for results in marketing
2. n. seen by marketing gurus as the place to be @ 3pm on May 9, 2008

Entrant Information:

Title of Entry: _____ Category: _____

Submitting Company: _____

Entry Contact: _____ Title: _____

Address: _____

Telephone: _____ Fax: _____ E-mail: _____

Categories for Entry: (1) Large Company, (2) Small Company, (3) Non-Profit, (4) Event.

Nominated Material:

1. Describe the marketing challenge(s). Provide a narrative of the obstacles faced.
2. Describe how you responded to the challenge(s), including the strategy and objectives of the campaign or program.
3. Identify the metrics you used to measure results.
4. Identify the results as measured by the metrics identified. Describe the lessons learned and any changes you would make to the campaign or process.

Guidelines:

1. To be eligible, campaigns must have been implemented during the 2007 calendar year.
2. All submissions must be accompanied with a non-refundable \$75 entry fee and must be received by April 25, 2008. Checks can be made payable to: St. Louis Chapter of AMA.
3. The nomination material, as defined above, should not exceed 15 pages.
4. Supporting material (brochures, ads, press releases, etc.) may be included.
5. The Award will be presented at the AMA program on Friday, May 9, 2008. Check www.ama-stl.org for details.
6. If you have any questions or inquiries, contact Lauren Kolbe at 636-379-3895, ext. 12 or contact us at www.ama-stl.org.
7. Submit entries to: AMA Annual Marketing Award, 1676 Bryan Road, Suite 113, Dardenne Prairie, MO 63368.

I certify that the information submitted is accurate to the best of my knowledge. I may be contacted regarding any information contained in the entry. The material submitted may be used by AMA and becomes the property of AMA.

Signature: _____ Date: _____

Thank you for your interest in the AMA – St. Louis Chapter Marketing Excellence Award!