



# The 18th Annual Direct Marketing of Atlanta South Star Awards

## ENTRY INSTRUCTIONS

Enter on or before April 6, and save \$25 per entry! The early entry fee is only \$125 per entry for members and \$150 per entry for nonmembers. After this date the entry fee will be \$150 per entry for members and \$175 for nonmembers.

### DEADLINES

Early deadline: Friday, April 6, 2012

Final deadline: Friday, April 13, 2012

### AWARDS

First, Second, Third place awards will be given in each category and a single award will be given for Best of Show. Winners will be honored at the May 10 Awards Luncheon at Maggiano's Perimeter. DMA Atlanta winners will also be eligible for automatic entry into the SECOND round of judging of the DMA International ECHO Awards

### ELIGIBILITY

All work completed and dropped (mailed, broadcast, inserted, etc) between October 1, 2011 through February 28, 2012 is eligible. Please supply date of first publication, broadcast, or posting on your entry form. Members and non-members of the DMA Atlanta may enter, including marketers and clients: direct marketing, advertising and in-house agencies, freelancers, suppliers to agencies and marketers such as printers, photographers, and letter-shops; and any company or individual that creates or produces marketing communications. Either the marketer or the agency must be located in the Southeast or represent Southeast clients in the entries to qualify.

### CATEGORIES

Categories are grouped as follows: Print, Direct Mail, Broadcast, Catalog, Interactive, other Media, Integrated Multimedia Campaigns and DM on a Shoestring. You may enter each piece in up to and not more than three sub-categories. When you enter the same piece in multiple categories, you must submit 3 additional entry forms, an additional entry fee and sample per category.

### JUDGING CRITERIA

South Star Awards judges select the biggest and best ideas, the most creative use of media and channels and the finest executions-in short, the very best work of the Southeast's very best marketing professionals. Judges will assess campaigns based on strategy, creativity and results.

By including results, you will assist the judges in identifying the most effective and creative direct marketing solutions. Please use the results section of your entry form to list response rates, orders, sales and profitability figures: traffic generation figures; response, conversion, and renewal rates; and cost per response or sale. If you are unable to share actual numbers, please use comparison figures. For example: "Response improved by 50% over previous direct mail."

# 20%\$ CATEGORIES

## 1. Print Ads

Including newspaper and magazine ads

- a. Consumer
- b. B to B
- c. Fundraising/Non-Profit
- d. Print Ad Campaign (of any of the above)

## 2. Direct Mail

Including letter packages, self-mailers and dimensional

- a. Consumer (lead generation)
- b. Consumer (order generation)
- c. Consumer (image or brand building)
- d. B to B (lead generation)
- e. B to B (order generation)
- f. B to B (image or brand building)
- g. Traffic Generation (including retail and events)
- h. Fundraising/Non-Profit (solo)
- i. Fundraising/Non-Profit (campaign)
- j. B to B Campaign (of any of the above)
- k. B to C Campaign (of any of the above)

## 3. Broadcast

Including radio and /or television of any length

- a. Broadcast  
(lead or order generation traffic generation, retail or events)

## 4. Catalog

- a. Consumer Catalog
- b. B to B Catalog

## 5. Electronic

Including web sites, home pages and e newsletter programs

- a. Banner Ads (Consumer)
- b. Banner Ads (B to B)
- c. Web site (Consumer)
- d. Web site (B to B)
- e. Email (Consumer)
- f. Email (B to B)
- g. Email campaign (Consumer or B to B)
- h. Other Interactive/Consumer  
(CD- ROMs, Videos, Podcasts, Interactive kiosks)
- i. Other Interactive/B to B  
(CD-ROMs, Videos, Podcasts, Interactive kiosks)

## 6. Other Media

- a. Outdoor, Transit, Posters, and Point of Purchase
- b. Collateral

## 7. Integrated Media Campaigns

Including two or more of the following, print, direct mail, TV, radio, catalog, interactive outdoor transit, poster, point of purchase, collateral and telemarketing.

- a. Consumer Integrated Campaign  
(lead or order generation)
- b. Consumer Integrated Campaign  
(Image or brand building)
- c. B to B Integrated Campaign  
(lead or order generation)
- d. B to B Integrated Campaign  
(Image or brand building)
- e. Fundraising Integrated Campaign
- f. Traffic Building Integrated Campaign

## 8. DM on a Shoestring

Most innovative and successful low budget solution to a direct marketing problem in any media

- a. Budget under \$20,000-Consumer or B2B
- b. Budget under \$10,000-Consumer or B2B
- c. Budget under \$2,500-Consumer or B2B
- d. Cheap for a Good Cause (non-profit)

# ENTRY PREPARATION

**Early Bird Deadline:** April 6, 2009

**Final Deadline:** April 12, 2009

All 1st place winners in each category will be entered into the second round of judging for the International ECHO Awards.

Entries must be submitted as follows:

1) One as is sample for judging and 2) One mounted piece for the Awards Show Gallery. All winners will be notified by May 11 @

1. All work completed and published, broadcast or posted between October 1, 2008 and February 28, 2009 is eligible. Please supply date of first publication, broadcast or posting on your entry.
2. Important: Submit two entry form hard copies with each entry. Entries without two entry hardcopies will be disqualified without notification.
3. Submit one sample for each entry in each sub-category you enter. The sample (s) must be one "as is" for judging and one mounted on boards. Please submit:
  - a. Direct Mail entries as they were mailed
  - b. Print entries as tear sheets or reprints, etc.
  - c. Outdoor and oversized entries may be submitted as 8" x 10" or larger color photographs.
  - d. Web site, CD-ROM, and interactive entries must be submitted as printed screen grabs. Be sure the web entries include the URL address on the entry form for judging and make sure that it will still be live at the time of judging in April through June.
  - e. Video entries (television) must be submitted on DVD.
  - f. All Radio entries must be submitted on CD's. Separate CD's for Radio and DVDs for Television should be submitted in the Broadcast category.
4. Ship your entries on April 6 (early-bird) or April 12 (final deadline) to:

DMA Atlanta  
Attn: South Star Awards  
3651 Peachtree Parkway  
Suite E115  
Suwanee, GA 30024  
Phone: 770 433 1111
5. PAYMENT: The entry fee is \$125 for DMA Atlanta members and \$150 for non-members on or before 4/6/09. After that date and until 4/12/09, the entry fee will be \$150 for members of the DMA Atlanta and \$175 for nonmembers. There will be a \$25 per entry fee for extensions beyond 4/11/09, if the extension has been approved by the DMA Atlanta office. Enclose check or credit card information with your entries and entry forms. **Checks should be made payable to DMA Atlanta.**
6. Entries must be packed in boxes or envelopes suitable for shipping/delivering to the site where they will be judged. DMA Atlanta takes no responsibility for pieces damaged in transit.
7. All entries become the property of DMA Atlanta and cannot be returned.
8. DMA Atlanta reserves the right to reassign entries that are considered incorrectly entered.
9. Please do not phone DMA Atlanta with inquiries regarding the results of the judging. All winners will be notified by phone and email after the judging. The contact person listed on the first page of the entry form is the person who will be notified.
10. Questions about entering? Please call the DMA Atlanta office at 770 433 1111.



# Project Information for Judges

Do not identify your company on any part of your submission. Entries are judged anonymously. Judges will base their decisions on the entry information contained in items A through H below. Please type only. Keep your descriptions as concise and specific as possible. Please pay special attention to Marketing Strategy and Results.

## A. ENTRY CATEGORY and SUB-CATEGORY:

Choose only ONE category per entry form and click on its checkbox. Then click on the category name and select the appropriate sub category from the drop-down menu. Remember, only one entry per entry form, DO NOT choose more than one category or sub-category per form.

Print Ads

Direct Mail

Broadcast

Catalog

Electronic

Other Media

Integrated

DM on Shoestring

**(Click checkbox. Then click on category name to access drop-down with each subcategory)**

List URL (if entry is a website):

## B. DESCRIPTION

Include information related to price and overview of feature.

This is a (check one only)      Product              Service

## C. AUDIENCE DESCRIPTION

Please provide a description of your target demographics.

This is aimed at (check one only)      Consumer              Direct-to-Business

## D. MEDIA/LIST STRATEGY

For mailing, include quantities, for electronic media, include all linkages and directory listings.

## E. MARKETING STRATEGY

The primary Objective of this project is

Outline Your Marketing Strategy:

Situation Analysis:

Objectives:

Obstacles:

Strategy:

Implementation:

Total Budget:

## **F. RESULTS (REQUIRED):**

Results are essential in all categories. Judges are REQUIRED to disqualify entries with no results. If possible, please us the metrics below. However, please also feel free to include other metrics as appropriate for your program. The more specific you can be, the better your chances for a higher score from the judges.

Suggested Metrics:

1. Size of target audience:
2. # Mailed, #emailed or # impressions:
3. Open rate (email):
4. Click-through rate: %
5. Response Rate: %
6. Conversion Rate: %
7. Cost per Response: \$
8. Cost per Sale: \$
9. Beat previous response or control by: %
10. Other Metric:
11. Other Metric:

## **G. ADDITIONAL RESULTS INFORMATION**

Please include any additional results or information as it applies to your entry: how your strategy has accomplished your marketing objective: order, sales and profitability figures; traffic generation figures; average gift amount; renewal rates, etc. If actual response rates are proprietary, provide relative or indexed profile (e.g., "15% better response rate than control"). You may also wish to describe the impact your work had on the market or any feedback you received.