



AM> | Rochester
PINNACLE
AWARDS



AMERICAN MARKETING
ASSOCIATION

2021 Pinnacle Awards Entry Guidelines

How do I enter and what information do I need to provide for my Pinnacle Submission?

It's a VERY SIMPLE process! Read through the next couple of slides for what you'll need – and some tips on how to submit a winning entry!

HEAR YOUR NAME ANNOUNCED!

Submit your best work for a 2021 Pinnacle Award!

- More than 25 award categories including **Marketer of the Year** and the **Resiliency Award**
- For Profit and Not-for-Profit divisions
- Submissions deadline: March 1, 2021



<https://www.ama-rochester.org/pinnacle-awards-categories/>

What are the categories for entry?

- There are 29 different categories spanning both campaign and individual tactics that you can submit entries for
- There is a not-for-profit and for-profit trophy awarded for each category
- YES! You can enter your work in more than one category
- Categories are listed here (and on the next 2 pages!):

<https://www.ama-rochester.org/pinnacle-awards-categories/>

Campaign Categories

- **Business-to-Business Integrated Marketing Campaign** - Best in show for the campaign with the best results that uses multiple channels such as but not limited to: content, email, social, SEM and direct mailers. Business-to-business targeting only.
- **Business-to-Consumer Integrated Marketing Campaign** - Best in show for the campaign with the best results that uses multiple channels such as but not limited to: content, email, social, SEM and direct mailers. Targets consumers only.
- **Small Budget Campaign (Less than \$5k out-of-pocket expense)**
- **Small Business/Organization Campaign (Fewer than 50 employees)** - The top performing marketing campaign for a privately owned company with less than 50 employees.
- **Best Campaign Rejected By Client** - This category pays homage to the brilliant ideas that never saw the light of day. If you had a client who didn't recognize the brilliance of your work and decided to go with a different concept.
- **2021 Resiliency Award** - This category recognizes the hard work and dedication of marketers, advertising professionals, and business professionals, going above and beyond in tackling the COVID-19 pandemic through deliberate strategy and effective communication. Your submission should answer at least one of the following questions:
 1. Did your organization shift strategy to continue operations?
 2. Are you making something new to help the community through this pandemic?
 3. Did you alter your communications plan to succeed?

Individual Tactics

- **Paid Search and/or Display Campaign** - Tell us about your top-performing digital advertising tactics from the past year.
- **Print Advertising** - The highest performing print advertisement.
- **Annual Report** - Did your annual report WOW internal or external stakeholders? Share it with the judges!
- **Best in Branding** - A brand refresh or a completely new brand! This tactic looks into the design or redesign of a brand and the success that goes with it.
- **Collateral** - Did your sales collateral drive results this year? Can include print or digital tactics.
- **Direct Mail/Direct Response** - Promotional printed piece delivered to a target audience
- **Influencer Marketing** - This award goes to a collaboration between brand and influencer that drove results.
- **Internal Communications Initiative** - This category dives into internal campaigns and initiatives to engage employees.
- **Market Research** - This category looks at primary, quantitative, or qualitative research strategy & execution that delivered results.
- **Most Improved Tactic** - Tell us about a revised tactic that achieved year-over-year improvement.
- **Packaging** - The strongest performance for the design and packaging of a product.
- **Print Piece** - Share your strongest print collateral - including brochures, invitations, letterhead, business cards.
- **Product Launch** - Best launch campaign for a new or redesigned product or service.

Individual Tactics (cont'd)

- **Paid Social Campaign** - This category looks closely at the results-driven by a Paid Social Campaign. (Includes All Social Mediums.)
- **Organic Social Media Campaign (B2B)** - The top performing social campaign targeting other businesses with only organic content, no media spend.
- **Organic Social Media Campaign (B2C)** - The top performing social campaign targeting consumers with only organic content, no media spend.
- **Trade Show Marketing** - Best in show for the most results-driven booth from a tradeshow.
- **TV Commercial** - Highest performing TV spot. Max 1 minute in length.
- **Radio Commercial** - Highest performing radio spot.
- **Video** - Share your most awe-inspiring video!
- **Website** - Best in show for a new website or the refresh of a website.
- **Blog (B2B)** - Top performing blog promoting a business, brand, or service targeting other businesses.
- **Blog (B2C)** - Top performing blog promoting a business, brand or service targeting consumers.
- **Digital Marketing** - Tell us about your best performing gamification program, app, or interactive content.
- **Special Event** - Best in show for the event that took a village to pull off!
- **Most Improved Tactic** - A revised tactic that achieved year-over-year improvement

What campaign or creative details should I gather for my entry?

It's Simple! You will need to provide the following for each entry:

Background

Explain the background of the tactic/campaign.

Objective

What were the goals of your tactic/campaign?

Strategy

How did the tactic/campaign originate? What was the purpose and strategic thought process that went into building the tactic/campaign.

Creative

Please provide us with the details of your creative and what the strategy was when assembling the creative. Please be sure to include the creative in your submission as well.

Results

Be brief, specific and measurable with the details. This area should include metrics and other performance indicators as they relate to your objectives. The information provided here will be used during the Pinnacle Awards event as applicable.

Slide for Awards Presentation (pdf, ppt, pptx)

Choose one simple piece of artwork, a logo, an ad or a brochure cover to be used on screen and in the awards booklet if your entry is a finalist. Use the slide template to include the title, client name and agency name for your entry.

Tips for creating a winning entry

- Answer each one of the Background, Strategy, Objective, Results and Creative with just a few clear sentences
- A well written entry is a winning entry! Write descriptively but concisely like you would for your business or your clients
- Include specific results – the awards are highly focused on **Results**, not the campaign spend or size of the company budget!
- The work submitted does not have to be from a campaign that was run in the Rochester market, it simply needs to have originated in a company based in the western NY area
- Did we say that the judges will be looking for **Results**, so don't hesitate to enter because you think your business or campaign is too small – budget doesn't matter, RESULTS do!

Tips from the Judges:

- *“Be sure your objectives are clear...and aligned with your results”*
- *“The more you measure, the more evidence you'll have of program success.”*
- *“Year-over-year numbers are always powerful.”*
- *“Keep your write-ups crisp and concise.”*
- *“Choose your categories carefully. And remember that some entries can qualify in multiple categories.”*
- *“If you can't disclose specific sales figures, use percentages to quantify growth.”*
- *“Include a vivid description of your audience.”*
- *“You can't win if you don't enter.”*

Get more tips from our 2020 Not for Profit Marketer of the Year, Debra Davis from MCC:

<https://www.ama-rochester.org/2021/01/27/how-to-win-big-at-the-pinnacle-awards-tips-from-last-years-non-profit-marketer-of-the-year/>

How Do I Win ‘Marketer of the Year’?

- You have to enter in one or more of the categories/individual tactics to win!
- Marketer of the Year is awarded based on results, creative and most points given by the judges for the compilation on entries by any one company – it’s not a category to enter on its own
- Marketer of the Year will be awarded to one for-profit and one not-for-profit company



You could be the
MARKETER OF THE YEAR!

Pinnacle Submission Period Now Open

- 25+ categories
- For-Profit and Not-for-Profit divisions
- Deadline to enter: March 1, 2021

 AM> | Rochester
PINNACLE AWARDS

What else do I need to know?

- The awards will be judged by the AMA Columbus Chapter
- The deadline for entry is March 1, 2021
- The Awards Event is tentatively scheduled for June 23, 2021 at Comedy at the Carlson



See the winning entries from last year: <https://www.ama-rochester.org/about-ama-pinnacle/>