



AM> | Rochester  
PINNACLE  
AWARDS

# ENTRY GUIDELINES

Last Updated January 2022



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READY TO  
SUBMIT!

# ABOUT

## A CELEBRATION OF MARKETING EXCELLENCE

For almost a decade, the American Marketing Association of Rochester has recognized WNY marketers for their program strategy, tactics, creative, and most importantly results!

We receive impressive submissions that represent a broad range of marketing professionals in different industries and disciplines vying for their submission to be best in show. And each year, one non-profit and one for-profit submitter with an outstanding overall strategy and results to match, are honored as **Marketer of the Year**.



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# ENTRY REQUIREMENTS

THE JUDGES WILL BE SCORING EACH ELEMENT OF YOUR ENTRY - REMEMBER TO TIE IT ALL BACK TO RESULTS!

## 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.

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JUDGE'S TIP



“Be sure your objectives are clear...  
and aligned with your **results.**”



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# CATEGORIES

CHOOSE YOUR CATEGORIES CAREFULLY,  
AND REMEMBER THAT SOME ENTRIES CAN  
QUALIFY IN MULTIPLE CATEGORIES.

There are 25+ unique categories spanning both campaign and individual tactics. You can enter your work in more than one category. The submission criteria is category agnostic so it's easy to submit the same project for multiple awards.

There is a for-profit and not-for-profit trophy awarded for each category. 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 WNY area.

A well written entry is a winning entry! Be descriptive and concise. Judges are focusing on results, not the campaign spend or size of budget so include specifics. If you're unable to disclose specific sales figures, use percentages to quantify growth. No business or campaign is too small - it's all about RESULTS.



“

JUDGE'S TIP



“The more you measure, the more **evidence** you’ll have **of** program **success.**”

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# CAMPAIGN CATEGORIES

EACH CATEGORY AWARDS A NOT FOR PROFIT AND FOR PROFIT ENTRY

- **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. Target 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.

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JUDGE'S TIP

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↑ ↑ ↑  
↑ ↑ ↑

“Year over year numbers are  
always **powerful.**”



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# INDIVIDUAL TACTICS CATEGORIES

EACH CATEGORY AWARDS A NOT FOR PROFIT AND FOR PROFIT ENTRY

- **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! Show a 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.

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# INDIVIDUAL TACTICS CATEGORIES

EACH CATEGORY AWARDS A NOT FOR PROFIT AND FOR PROFIT ENTRY

- **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)** - Top performing social campaign with only organic content, no media spend.
- **Organic Social Media Campaign (B2C)** - The top performing social campaign 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.

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JUDGE'S TIP



“Include a **vivid description** of your audience.”

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2021 For Profit Marketer of the Year First American Equipment Finance

# MARKETER OF THE YEAR AWARD

This coveted 'best in show' honor is awarded to one for-profit and one not-for-profit company with submission(s) that were above and beyond. The award is based on results, creative, and most points given by the judges for the compilation on entries by any one company.

This is not a category to enter on it's own. All entries for one or more of the categories/individual tactics are eligible to win.



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JUDGE'S TIP

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“Keep your write ups  
**crisp and concise.**”

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# JUDGING

## GET CREDIT FOR YOUR HARD WORK

Though creativity plays a role, Pinnacle Award submissions are judged primarily on **RESULTS!** Your objectives should be clear and measurable throughout your entry, as the judges will be providing a score for each component of your submission: background, objective, strategy, creative, and results. Your results section must indicate how you evaluated your success and met or exceeded your objectives. For the tactic-only entries, the narrative should indicate how the entry contributed to the overall results of a marketing strategy or campaign.

In order to provide our submitters with a non-bias and exceptional panel of judges, the AMA Rochester Board carefully selects a panel of judges and strategically assigns submissions for their review.



READY  
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## SUBMIT ENTRY

[amarochester.submittable.com/submit](https://amarochester.submittable.com/submit)

## DATES & DEADLINES

[ama-rochester.org](https://ama-rochester.org)

## CONNECT ON SOCIAL

@AMA Rochester