



2018 Marketing Canada Awards



Submissions

We welcome submissions from both EDAC members and non-members. All organizations involved in marketing Canadian provinces, territories, regions, cities, towns, and areas.

To be eligible for EDAC's Marketing Canada Awards submissions must include projects that have not previously won an EDAC Marketing Canada Award and that have been in use within the last 12 months.

All submissions are posted on the online ***Gallery of Nominees***. Submissions are organized according to total economic development operating budget, *not individual project budget*.

- Less than \$200,000
- \$200,000-\$600,000
- Greater than \$600,000

Deadline and Fees

We look forward to receiving your submission and payment no later than **Friday, July 27, 2018**

Submission Fees

- EDAC Members:
\$82.50 (plus GST or HST) per submission
- Non-Members:
\$126.50 (plus GST or HST) per submission



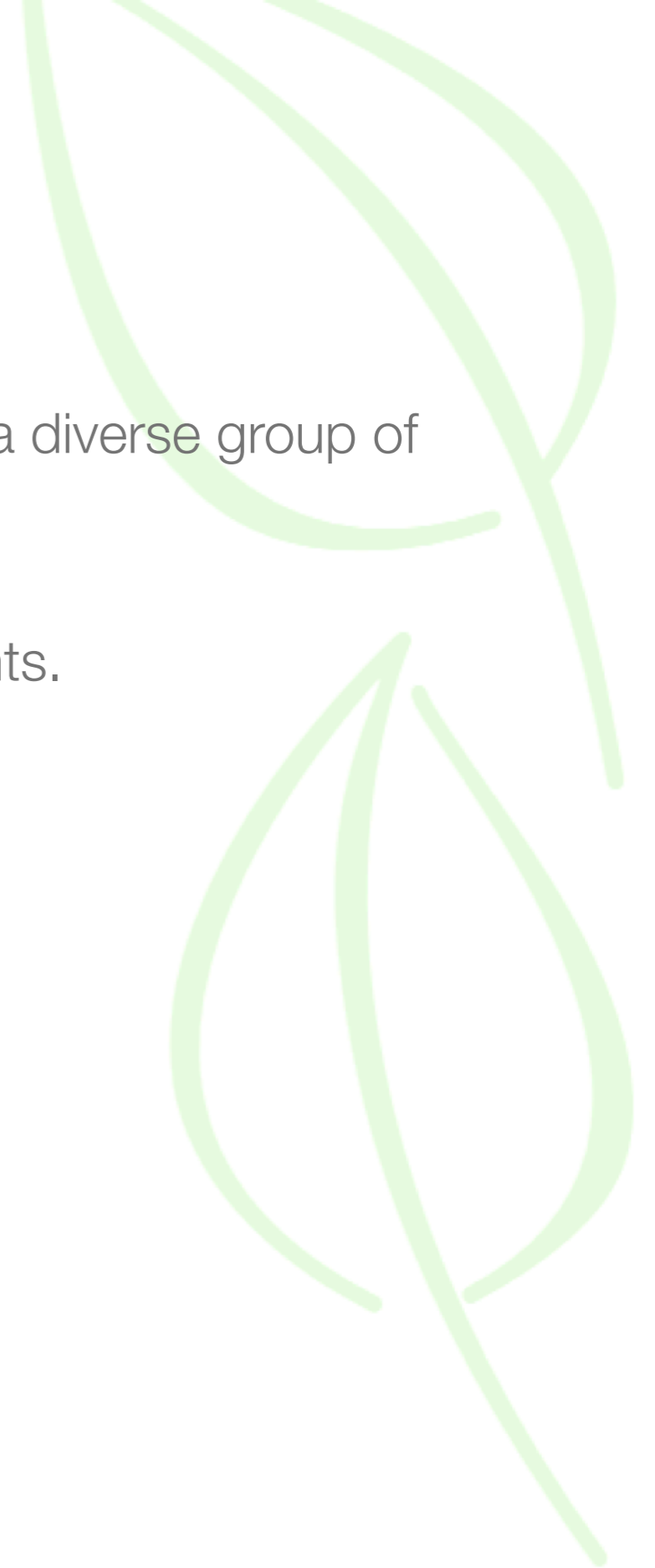
Judging

The Marketing Canada Awards Judging Panel is made up of a diverse group of individuals with marketing and promotion expertise.

Judges will evaluate submissions to determine award recipients.

Submissions will be evaluated based on the following criteria:

- Creativity and uniqueness of the approach
- Effectiveness in achieving objectives
- User-friendliness
- Ease of extracting information
- Completeness and consistency of approach



How to Submit

Online! No need to print the submission form and fax it in. Please fill out the online Marketing Canada Awards Submission Form on the EDAC website and upload supplemental sample materials, plus a one-page abstract per submission.

What we need from you:

- Completed **Online Submission form** + payment
- **Abstract** - include a single page (maximum – for each submission) detailing the purpose and impact of your marketing efforts. Where applicable please detail the sustainable product, process, or materials used in your marketing efforts. This information will be significant as the purpose behind the marketing can be more important than what the judges can determine simply by viewing the samples received.
- **Sample materials** - electronic preferred, but if you send hardcopy only one, please.

Abstract requirements

For each submission's 1-page abstract, include:

- Purpose of project (including anticipated outcomes)
- Effectiveness / Meeting Objectives (if known)
- Challenges & Changes made
- Target Audience (demographics)
- Any specifics as detailed in the particular Awards Categories



Mailing

In the spirit of “going green”, we encourage all electronic versions of all samples or materials to be judged. However, if you feel for the particular submission that a hard copy better represents, please only send one copy by mail to:

EDAC/ACDE
Marketing Canada Awards
7 Innovation Drive, Suite 200
Hamilton, ON L9H 7H9

Inquiries should be directed to:
Penny Gardiner
gardiner@edac.ca
905.689.8771



Awards Categories

For EDAC's Marketing Awards submissions there are 12 categories.

These categories fall under 5 sections:

- Brand
- Publications
- Advertising
- Digital Marketing
- Other promotion



Brand

Brand Identity / Application

Creative, memorable, meaningful and consistent application of brand identity. Must include a comprehensive brand guideline, logo, tagline and brand promise. Submissions that do not include a brand guideline document will not be considered. Additionally, include examples of brand being applied across multiple media to demonstrate consistency of application. Where applicable, abstract should detail any efforts made to choose sustainable materials or message behind the brand used to inspire or influence the community.



Publications

Submissions in this category should be informational (as opposed to promotional)

Single Publication – under 4 pages (including e-newsletters)

A publication (1-4 pages in length) used to attract business investment, tourism, or to promote use of services (brochures, postcards, etc.). Includes HTML-based electronic newsletters - provide any applicable analytics in your abstract – opens, clicks etc. to demonstrate the newsletter's effectiveness. PDF Newsletters are not applicable.

Single Publication – 4 or more pages (excluding research papers)

A publication (4 pages or more in length) used to attract business investment, tourism, or to promote use of services. Can be part of a series that represents a cohesive offering. If so, please provide samples to show the various media elements to this series.

Advertising

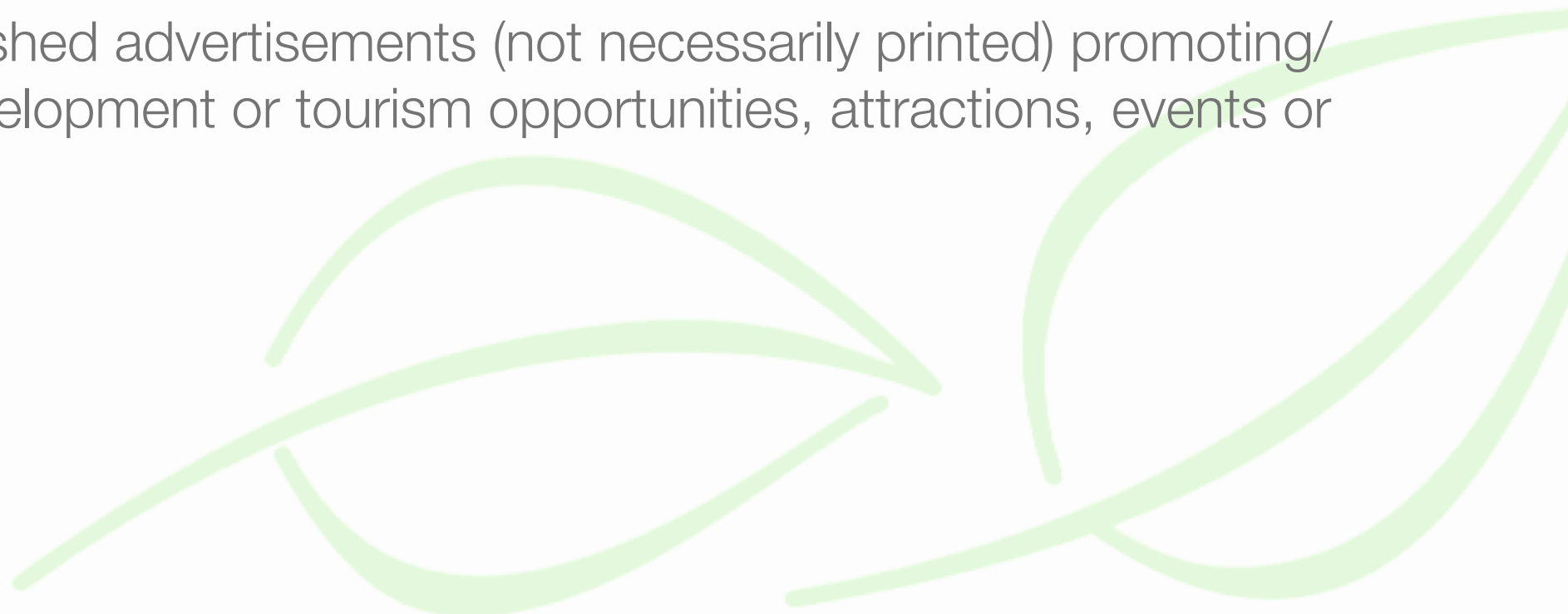
Submissions in this category should be promotional (as opposed to informational).

Single Advertisement

A single published advertisement (not necessarily printed) promoting/ marketing economic development or tourism opportunities, attractions, events or services.

Advertising Campaign

A series of themed published advertisements (not necessarily printed) promoting/ marketing economic development or tourism opportunities, attractions, events or services.

A series of thick, light green wavy lines that sweep across the bottom right portion of the page, adding a modern, organic feel to the design.

Digital Marketing

In your abstracts for this category, please provide the exact URL.

Where applicable, abstract should include answers to: How do you keep this site/ media current and up to date? What is your electronic strategy? How will this digital communication affect your region/ business?

Website

Website uniquely reflects the community, with innovative elements, design and layout. Provides current statistics, data, services, that are relevant to the target user. Has ease of navigation to ensure that information is easily searchable.

Apps/Social Media

Applications that allow for two-way communication with a target audience. These can include social media campaigns or apps that have effectively and innovatively been an aid to interactions with the business community.

Other Promotion

Promotional Items

Unique items created specifically to promote or reinforce business/tourism themes, opportunities, attractions, or services. Must be innovative and customized for the purpose. (No generic objects with brand/logos will be judged). Where applicable, abstract should detail any efforts made to choose sustainable materials for these items and what message that it is sending to the community.

Video

Videos created to promote and/or reinforce business/tourism themes, opportunities, attractions, and/or services. Where applicable, abstract should detail any sustainable efforts and/or message that the video is sending to the community.

Events

Events geared to promoting economic development / tourism opportunities, attractions and services. To be considered, abstract must detail concrete outcomes and results of the event to as well as any sustainable motives or message associated with this event.

Submission Background Information

If you are submitting in hard copy form attach this page to each submission, along with an abstract.

Budget Level (total economic development operating budget, not individual project budget).

- ☐ Less Than \$200,000
- ☐ \$200,001 - \$600,000
- ☐ Greater than \$600,000

Category: _____

Title of Submission: _____

Organization/Municipality: _____

Name: _____

Phone: _____

Primary E-mail: _____

*Award Recipient: (if different from Organization above): _____