



2012 BMA ACE Category List

Format Guidelines:

Please adhere to the following format guidelines when entering creative. Entries that do not conform to these specifications cannot be considered.

Images: JPG/JPEG, 96 DPI, max 1 MB

Documents: PDF, max 5 MB

Audio: MP3, max 3 MB

Video: MPG, max 10 MB

1. Integrated Marketing Campaign

Enter your best campaign utilizing 2 or more forms of media (print, online, direct, broadcast, social, etc.). Submit *all* print entries together as a single PDF. Provide links or MPGs for online advertising and/or links to other interactive assets.

Budget includes media and production.

1. Integrated Marketing Campaign - \$250,000 Budget and Under
2. Integrated Marketing Campaign - \$250,000-\$1M Budget
3. Integrated Marketing Campaign - \$1M Budget and Over

2. Integrated Marketing/Media Plan

Enter your best integrated marketing/media plan utilizing multiple channels (paid media, earned media, owned media). Briefly describe your objectives, strategy employed, tactics and channels leveraged, and the results your plan delivered. Submit *all* entries as a single PDF – you do not need to include flowcharts. You may also provide links to interactive assets. Budget includes media and production.

1. Integrated Marketing/Media Plan - \$250,000 Budget and Under
2. Integrated Marketing/Media Plan - \$250,000-\$1M Budget
3. Integrated Marketing/Media Plan - \$1M Budget and Over

3. Online Advertising

Enter your best online display banners (programmed in Flash) and rich media ads (expandable units, page takeovers, interstitial, video, etc. programmed in Flash or utilizing Flash video). Submit links to creative or MPGs. For campaigns, please provide one link to a page that features all creative. Note: this category does not include short- or long-form online videos that were hosted online; this is for online ad unit creative only.

1. Banner Ad - Single
2. Banner Ad - Campaign
3. Rich Media Ad - Single



4. Rich Media Ad – Campaign

4. Out Of Home

Enter your best out-of-home/place-based ads or campaigns. Provide photographs of executions in their environment, if possible. If digital, provide programmed work or video. Comps are also acceptable if actual placements are not available. If submitting a campaign, please submit all images in a single PDF.

1. Single Ad
2. Campaign

5. B2B2C

Enter your best work for BtoB brands that also are reaching consumer audiences. Submit *all* print entries together as a single PDF. Provide links or MPGs for online advertising and/or links to interactive assets.

1. Single Ad
2. Campaign

6. Print Advertising

Enter your best print ads and campaigns. Please submit single ads as PDFs or JPEGs. For campaigns, please include all ads in a single PDF. Budget includes media and production.

1. Single Ad, Single Page, Spread or Fractional- From a campaign \$250,000 Budget and Under
2. Campaign - \$250,000 Budget and Under
3. Single Ad, Single Page, Spread or Fractional – From a campaign \$250,000 Budget and Over
4. Campaign - \$250,000 Budget and Over

7. Broadcast Advertising

Enter your best television and radio creative. Submit ads as MPG files.

1. Radio - Single Spot
2. Radio - Campaign
3. TV - Single Spot
4. TV - Campaign

8. Video

Enter your best video work – from viral videos to case study videos to thought leadership videos. Please submit (files in MPG format, max 10 MB).

9. Multichannel Demand Generation Campaign

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Enter your best demand generation campaign utilizing 2 or more media/marketing channels (direct, email, social, event, lead nurturing, etc.). Submit *all* print entries together as a single PDF. Provide links or MPGs for online advertising and/or links to other interactive assets.

10. Direct Marketing

Enter your best direct mail (letter packages, self-mailers, 3-D mailers, etc.). For submissions that include multiple pieces/pages, please submit all images in a single PDF.

1. Direct Mail - Single Mailer
2. Direct Mail - Campaign
3. Direct Mail – Dimensional

11. eDirect Marketing

Enter your best emails and campaigns. For single emails, submit as a JPEG or PDF. For campaigns, please submit all emails in a single PDF.

1. Email - Single
2. Email – Campaign

12. Employee Branding/Engagement

Enter your best campaign or initiative for launching, promoting or enhancing your brand among employees. This may include everything from sales conferences to employee recognition programs to corporate events to social communities. Submit *all* print entries together as a single PDF. Provide links or MPGs and/or links to interactive assets.

1. Under 5,000 employees
2. Over 5,000 employees

13. Public Relations

Enter your best PR efforts in both traditional and social media. Please submit campaigns that have multiple elements in a single PDF and/or links to online creative.

1. Product PR program
2. Service PR program
3. Crisis or Issues Management Campaign
4. Employee Communications Campaign

14. Brand Identity

Enter your best branding work. Enter logos as a single JPEG. Enter names as a single JPEG with the name, its logo (if applicable) and the master brand logo (if

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applicable, as well as a one-line description of the brand. For brand design/ID, please submit all samples in a single PDF.

1. Logo Design
2. Brand Name
3. Brand Design/Corporate Identity System

15. Tagline

Enter your best tagline for a product or corporate brand. Submit your tagline as a JPEG or PDF “locked up” with the brand logo or shown in context of how it is being used in market.

16. Collateral

Enter your best brochures and sales collateral (sell sheets, case studies, brochures and fliers, etc.) For single brochure, submit as a single PDF. For collateral system, please submit all samples in a single PDF.

1. Single Brochure
2. E-brochure (digital interactive brochure)
3. Collateral System

17. Event Marketing/Trade Show/Conference

Enter your best event/trade show marketing work. Please submit a single PDF containing a brief summary of your efforts, as well as images of event creative/programming/environment (ie: booth, theme promotions, handouts, posters, giveaways, etc.)

1. Booth Design/Experience – Under 500 square feet
2. Booth Design/Experience – Over 500 square feet
3. Integrated Marketing

18. Content Marketing

Enter your best content marketing piece and program. Content entries all include custom websites/microsites, blogs, whitepapers, e-brochures, demos, magazines, interactive buyers guide, video, etc. Please submit all samples as a single PDF.

1. Individual piece
2. Multiple piece program

19. Microsite/Landing Page

Enter your best microsite and campaign landing pages. If the site is still live, please provide a link. If the site is no longer live, please provide a JPEG of the homepage or a single PDF containing multiple screenshots from the site

1. Under \$25,000 budget

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2. Under \$75,000 budget
3. Over \$75,000 budget

20. Website

Enter your best websites. If the site is still live, please provide a link. If the site is no longer live, please provide a JPEG of the homepage or a single PDF containing multiple screenshots from the site.

1. Corporate/Brand/Product Website under \$50,000
2. Corporate/Brand/Product Website under \$100,000
3. Corporate/Brand/Product Website under \$250,000
4. Corporate/Brand/Product Website under \$500,000

21. Digital Sales Enablement (Demos, Buyers Guides, Presentations, Calculators, etc.)

Enter digital materials (online or offline) created to help facilitate the sales process. This may include presentations, calculators, digital buyer's guides, interactive demos, etc. Please submit as links to creative or as a single PDF containing a description and screenshots.

22. Social Media

Please enter Facebook pages as JPEG images. Please provide links to applications. For campaigns, please submit all images and descriptions together as a single PDF, as well as links to applications.

1. Integrated Social Media Campaign (12 entries in National in 2011)
2. Facebook Campaign
3. LinkedIn Campaign
4. Twitter Campaign
5. Social Application (i.e.: FB Apps, Widgets, etc.)
6. Mobile Social Application
7. Social Media Lead Generation Campaign
8. Blog

23. Mobile Marketing

Please enter mobile websites, mobile applications, sms/mms campaign, etc. If live, please provide function site/app. Otherwise, please provide a single PDF containing multiple screenshots/images.

24. Best Concept Killed By Client

Enter the best creative ideas you had this year that were never fully produced or never went live. Please submit campaign images together in a single PDF.

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25. Agency Promotion

Enter your best campaigns promoting your agency (advertising, thought leadership, branding, PR, interactive, social, etc.). Please submit campaign images together in a single PDF. Provide links or MPGs and/or links to interactive assets.

1. Single Ad
2. Campaign

26. Best in Show

One winning entry will be honored by the ACE Awards judges as the Best In Show.