



EIGHT REASONS TO ENTER THE AMA PHOENIX SPECTRUM AWARDS

Entering your marketing and creative work for consideration for the AMA Phoenix Spectrum Awards is rewarding and beneficial to your company. Some of the reasons to enter Spectrum are outlined below.

1. Benchmarking

The application process for entering the Spectrum Awards is a great opportunity to review and take stock of your business as you identify and quantify your successes. It can also help you identify areas for improvement when comparing your work to the competition, whether that's through innovation, diversity, growth, customer service, investment in people or strategic thinking.

2. Industry Recognition

The Spectrum Awards are judged by an independent panel of respected business leaders. Their acknowledgement of the excellence of your work will give your company increased credibility and provide a distinct competitive advantage over rivals.

3. Marketing & Public Relations Opportunities

The Spectrum Awards are great tools for your marketing toolbox. Sharing the wins on social media and through public relations activities can shine a spotlight on your company and your achievements. In addition, the 2021 Spectrum Awards will honor work from both 2019 and 2020, giving you the opportunity to highlight campaigns that did not get recognized when awards programs were cancelled in 2020.

4. Credibility to the Wider Business

Marketers are often required to prove our work matters and our budgets are necessary. We know it, you know it, but others can be reticent to accept marketing's true value. Winning an award is a great way to boost marketing's internal reputation – it brings attention to an area where the business is truly outperforming its competitors and can be linked to increased business results.

5. Recognition by Customers, Clients and Partners

Awards are undoubtedly the best way to showcase the caliber of the work you're undertaking, whether you are on a client-side marketing team or an agency. Being shortlisted, or winning, will improve customer/client and partner retention and serve as a platform for bonding with partners you've collaborated with on various projects. And, as we all know, word of mouth and personal recommendation is still the most influential factor in the decision-making process.



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6. Team Morale & Motivation

Awards are a fantastic way to recognize the hard work and achievements of your employees. Whether you win or are short-listed, the mere act of entering will go a long way to letting your employees know you truly value their work, help boost staff morale and make employees feel proud of the company and their contribution.

7. Hiring Stature

Business awards validate your hiring stature among new recruits. By pitching yourself as the best, you can attract the talent you need to push your business forward. Potential employees want to be on a winning team and they appreciate knowing their work will be recognized.

8. Support for Your Local Marketing Community & the AMA Phoenix Chapter

Entering and attending the AMA Phoenix Spectrum Awards displays your commitment to the local marketing community. We hope we can count on you!