



# AMA PHOENIX 2021 SPECTRUM AWARDS

## Campaign Entry Submission Instructions

Thank you for submitting entries to the 2021 AMA Phoenix Spectrum Awards!  
We are happy you are participating in this exciting event.

Follow the directions below to submit your best 2019 and 2020 marketing campaigns for entry in the 2021 AMA Spectrum Awards.

1. Choose your category or categories from the enclosed list.
2. Prepare your submissions for judging. You should include all the elements listed below for each submission to enable the judges to evaluate your work. The description is as important as the visuals. Tell a story that helps the judges understand your thought processes, the reason for the campaign, the strategy employed, a description of the execution/implementation, and the outcomes generated by the campaign. Include the following files for each submission:

A. Overview of the campaign or project, in a Word document or PDF:

**In the header of the overview document:**

- Year (2019 or 2020)
- Company name
- Client name (if submitted by an agency)
- Award category (category number and category name)
- Campaign or project name

**The description should include:**

- Situation (reason for the campaign, is there a problem you are trying to solve, etc.)
- Objectives/goals
- Strategy
- Tactics
- Creative execution
- Results and/or lessons learned (quantitative and/or qualitative)

**Please Note:** The judges want to see more than beautiful creative files. Each of the elements listed above have points attached in the scoring and any missing elements may result in zero points in that area. (For example, If you do not provide objectives/goals, you may lose points in that area of scoring.) The judges want to see a well planned marketing project which includes more than beautiful design.

B. Supporting documentation and creative files: images, charts, written content, PowerPoint presentation, video files, audio files, etc.

AM> | AMERICAN MARKETING  
ASSOCIATION  
**Phoenix**

**When:**  
Wednesday  
Evening

July 21,  
2021

**Where:**  
Zoom,  
Online



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C. For the People's Choice Award: one fantastic image that encapsulates the essence of your campaign. Keep the image to a printable size of 8.5" x 11".

The file types we can accept are JPG, PNG, PDF, Word Document and PowerPoint.

3. Go to the Spectrum page at [amaphoenix.org](http://amaphoenix.org) and click on the green "Pay for Entry" button to pay for your submissions. The payment will be verified before your work is submitted for judging.
4. Share your submissions with us in a Google Drive folder. Use the following naming convention for your files so they are easily recognizable by the judges. Follow these steps:
  - a. Create the Google Drive Folder and Sub-Folders (if multiple entries)
  - b. Folder naming convention: Name of Company
  - c. File naming convention: Year\_Category Number\_Company Name\_Name of Campaign  
Example: 2019\_8A\_AMA Phoenix\_Top 50 Lead Gen
  - d. If you have more than 1 submission, create ONE Google Drive Folder with Sub-Folders for each submission, using the same naming convention for the files as described above.

Examples: AMA Phoenix

2019\_8A\_AMA Phoenix\_Top 50 Lead Gen

2019\_8B\_AMA Phoenix\_Top 50 Lead Gen

2020\_14A\_AMA Phoenix\_Welcome to the AMA Video

2020\_1E\_AMA Phoenix\_Career Accelerator

- e. If you have more than 1 file of the same format, add numbers to the ends of the names:

Examples: AMA Phoenix

2020\_1E\_AMA Phoenix\_Career Accelerator1.jpg

2020\_1E\_AMA Phoenix\_Career Accelerator2.jpg

5. Share the folders in **edit mode** to [amaphx.spectrum@gmail.com](mailto:amaphx.spectrum@gmail.com). They must be in edit mode so the files can be submitted to the judges.

**Enter by April 19 for early bird pricing.**

Questions? Contact us at [amaphx.spectrum@gmail.com](mailto:amaphx.spectrum@gmail.com).

For more information, visit our website at [www.amaphoenix.org](http://www.amaphoenix.org).

We look forward to seeing you at our virtual 2021 Spectrum Awards as we celebrate excellence in marketing!

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