

# **2009 DMA INTERNATIONAL ECHO AWARD ENTRY INFORMATION**

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# HOW TO ENTER

Please read rules and details first before beginning the 2009 ECHO entry process.

## ENTER NOW

*Submit Your Success.* You spent long hours crafting a campaign in which you, your agency and your client could take pride. Now, by simply submitting your hard work, you could earn the international recognition and accolades your campaign deserves. You've already done the hard part. Don't miss out on receiving the rewards. For the 2009 ECHO Awards Entry Form, go to [http://www.omnicontests3.com/dma/omnicontests?competition\\_id=4](http://www.omnicontests3.com/dma/omnicontests?competition_id=4).

## ENTRY FORM — WORK ON / MAINTAIN IT ONLINE

Entries must be entered online using the online entry form. It is NO LONGER REQUIRED to submit a hard copy of the entry form. See Rules & Entry Criteria and Accepted Formats/Creative Work Advertising Media for more information on labeling and mailing your creative samples.

The electronic form cannot be altered or modified in any way. No other form or substitution will be accepted. Please provide all required information. Failure to provide complete information will be subject to disqualification. An entry is considered submitted after clicking the “submit for judging” button. An entry is considered received and processed by the ECHO Awards once payment is accepted and you receive your confirmation email.

## COMPLETE AND COMPLIANT

Entrants are required to answer all questions in the three main areas: Strategy, Creative and Results. Each question has subheadings indicating the kind of information that should be included. Please be as specific as possible. **And please be concise — the better written your entry, the more likely you are to win.** While ECHO judges are highly experienced marketing professionals, they review several campaigns in a single judging session. We recommend that you consider the readability of each entry and attempt to tightly edit your write-ups, using short, succinct paragraphs wherever possible.

To protect the integrity of the judging, do not include the agency name except where asked on the entry form. Any mention of the submitting agency in the body of the Entry Form is grounds for disqualification. The only exception would be for agency self-promotion campaigns. Also, please avoid any markings on samples that could identify the creative group or agency, such as addresses, labels, credits in the code of digital entries, etc.

## FOREIGN LANGUAGE ENTRIES

All foreign language copy must be translated into English. Clear translations must be provided for all work not in English. Broadcast entries may be dubbed or subtitled in English or include a complete written translation. Local idioms that may not be understood in the U.S. must be explained. Entries not accompanied by translations and/or explanations will not be judged.

For foreign language support, you may contact the ECHO International Ambassador, Denmark Judging Chair, or Australian Judging Chair for further assistance.

## SAMPLE ENTRY

To see a sample entry for ideas, go to <http://dma-echo.org/call-for-entries/docs/call-for-entries-sample-form.pdf>.

## SUBMIT PROPER MATERIALS — ONLINE AND OFFLINE

Please submit one complete set of creative sample(s). Do not mount samples on boards. All mounted materials will be disqualified. See Rules and Entry Criteria and Accepted Formats/Creative Work Advertising Media.

- *Physical samples* (1) of all direct mail, print, catalogs, scripts/storyboards for broadcast, telemarketing scripts and other materials.
- *Broadcast*: submit samples via upload (25 MB maximum). DVDs are to be submitted for broadcast advertisements larger than 25 MB.
- *Interactive*: submit via upload, (25 MB maximum), or enter URL address in appropriate area on the entry form. DVDs are to be submitted for advertisements larger than 25 MB.
- Translations into English of all non-English copy. (Please see Foreign Language Entries section).
- Payment (please see Payment section).

Do not place an insured value on the contents of your entry shipment. Send all materials via Priority Mail or special courier (i.e., FedEx or UPS). Do not send via an airline or agent, as we are unable to collect from the airport or customs. Also, should you need to confirm delivery of your entry package, please check with your courier for delivery confirmation.

Please keep a copy of your entry application. Should your campaign entry advance to the Finals, you will be asked to resubmit your entry and creative components in July mounted in a portfolio that will become property of the DMA. **Please note that the contact person named on the Entry Form will be advised of the competition results.**

## **ENTRY FEES & DEADLINES**

Entry Deadline: April 24, 2009 — Entry Fee \$300

Extended Deadline: May 5, 2009 — Entry Fee \$350

**Save \$75 on your entry fee. Enter by April 14, 2009 and pay just \$225 per entry.**

All entries, payment and creative samples must arrive at the ECHO office in New York or at the Copenhagen or Melbourne offices by May 5, 2009. Entries received after May 5th will not be eligible for the competition.

## **PAYMENT**

Payment may be made by Check, Credit Card (Visa, MasterCard, American Express or Discover) or Wire Transfer. Please complete the appropriate information on the Entry Form. Checks must be submitted in U.S. Dollars (drawn on a U.S. bank), payable to the 2009 DMA ECHO Awards. Entry fees are non-refundable. Wire transfer payments should be sent directly to our bank:

JP Morgan Chase Bank, N.A.  
1166 Avenue of the Americas  
New York, NY 10036  
A.B.A. #021000021  
DMA Account #033-1-020552  
Swift Code: CHASUS33

All originating bank charges must be prepaid. Add \$35 to cover intermediary bank processing fees. Make sure the amount being transferred is in U.S. Dollars and covers the full amount of the entry fee(s). Please write your entry number(s) on a photocopy of your bank wire transfer confirmation and mail or email it to the New York ECHO Department.

# RULES AND ENTRY CRITERIA

## ENTER NOW

*Submit Your Success.* You spent long hours crafting a campaign in which you, your agency and your client could take pride. Now, by simply submitting your hard work, you could earn the international recognition and accolades your campaign deserves. You've already done the hard part. Don't miss out on receiving the rewards. For the 2009 ECHO Awards Entry Form, go to [http://www.omnicontests3.com/dma/omnicontests?competition\\_id=4](http://www.omnicontests3.com/dma/omnicontests?competition_id=4).

## ELIGIBILITY

Provide a clear, concise and logical response to each and every question that is applicable to your campaign. All entries must use the official entry form. Please do not exceed the spacing available on this form or include any supplementary pages. Additional pages will be discarded upon receipt. Entries that exceed space restrictions and those submitted without results information will automatically be disqualified. (To see a sample, go to <http://dma-echo.org/call-for-entries/docs/call-for-entries-sample-form.pdf>).

The ECHO Awards reserves the right to reassign entry categories that are deemed incorrectly entered. Samples and DVDs cannot be returned. **Please retain a copy of your creative sample(s) for your files.**

**Campaigns must employ direct marketing** and must have been produced, printed and/or aired and had response results tabulated between October 1, 2007 and March 31, 2009.

**You can only enter the campaign/program once into the competition.** Because ECHO Awards are judged by business category, submitting the same piece as an individual effort and as part of a campaign represents a duplication of effort, and one of your entries will be disqualified. Please choose the business category that most accurately describes the product or service. See Categories of Entry (Business Category Explanations) details.

**All entered work must be done in the normal course of business.** Any advertiser, agency, client, consultant or producer may submit an entry, provided each qualifies within the definition of the category entered. All entries must be approved by advertiser/client for submission in the 2009 DMA International ECHO Awards Competition.

## TERMS & CONDITIONS OF ENTRY/USAGE

The DMA International ECHO Awards assumes all entries are original and the entrant either owns the work or has permission from the owner's approved agent to enter the work, with all

rights granted therein. The DMA International ECHO Awards shall not be liable for any trademark or copyright infringement on the part of the entrant.

Submission of any entry acknowledges the right of the DMA International ECHO Awards to use it for exhibition, promotion and publication purposes in any medium.

Timely submission of an entry meeting the eligibility requirements and payment of the entry fee as stated herein ensures that an entrant's work will be reviewed and considered for recognition. No other representation or warranty is made by the ECHO Awards concerning entries, and all implied warranties are hereby expressly disclaimed.

If an entry receives an award, the manner and details of announcing such nomination and award is strictly within the discretion of the DMA International ECHO Awards. Entrant understands that all awards may not be presented to awardees or publicized in the same manner and some may be presented in a ceremony and others may not at the discretion of the DMA.

#### **WHERE TO SEND YOUR ENTRIES, PAYMENT AND CREATIVE SAMPLE(S)**

*If you are in North America or Latin/South America, entries must be submitted and sent to:*

Barbara Parker  
2009 DMA International ECHO Awards  
1120 Avenue of the Americas  
14th Floor  
New York, NY 10036-6700  
Telephone: 212-790-1450/ 212-768-7277  
Fax: 212-302-6714

*If you are in Europe, the Middle East or Africa, entries must be submitted and sent to:*

Finn Overgaard, ECHO Chair of European Judging  
GEKKO  
Vermundsgade 40 A, 5. sal  
DK-2100 Copenhagen, Denmark  
Telephone: 45-39-10-20-00  
Fax: 45-39-10-20-10

*If you are in the Asia Pacific, Australia or New Zealand, entries must be submitted and sent to:*

Malcolm Bristow, ECHO Chair of Australian Judging  
Leap Agency  
132 Gwynne Street  
Cremorne, Vic 3121  
Australia

Telephone: 61-3-9090-3034  
Fax: 61-3-9429-3077

# CATEGORIES OF ENTRY (BUSINESS CATEGORY EXPLANATIONS)

The 2009 ECHO Awards are categorized, judged and presented by Primary Business Categories.

## **Determine the Primary Business Category that Best Fits Your Entry**

The creative elements of your campaign or program can only be entered in the competition once. Please choose the business category that most accurately describes the product or service. The ECHO Committee reserves the right to reassign entries to proper categories as necessary.

## **Choose from ONE of these 12 business categories:**

**Automotive:** Programs designed to generate automotive dealer traffic, promote brand/model loyalty and/or market new or used vehicle sales or leasing, parts or accessories. Includes programs developed by automobile manufacturers and marketing organizations, fleet operators, leasing companies, dealer groups or individual dealerships.

**Business and Consumer Services:** Programs to market non-product offerings. This encompasses home and office maintenance and security, employee recruitment, postal/delivery services, government programs, professional services and educational programs, including student recruitment and enrollment. Does not include financial, travel, communications or health-related services.

**Communications/Utilities:** Programs initiated by communications or utility companies, such as telecommunications carriers, electric or gas power companies, satellite or cable TV franchise operators or Internet and broadband service providers to generate sales, inquiries or support; increase/maintain share; or increase distribution for their products and services.

**Financial Products and Services:** Programs to market banking, securities, investments, loans, real estate, credit cards or other financial products or services. Does not include insurance marketing, which is a separate category.

**Information Technologies:** Programs to market computer hardware, software, accessories, services and/or upgrades, including educational programs sponsored by companies that market IT products. Does not include electronic entertainment (gaming) products.

**Insurance:** Programs that support the marketing of insurance products and services to consumers or businesses. Includes agent support programs, health benefits/maintenance plans and third-party insurance offers.

**Not-for-Profit:** Programs generated by a not-for-profit organization, such as charitable foundations, cultural institutions, trade associations or political/advocacy groups. Includes fundraising, public health and safety, public service and social action educational programs. Does not include government or school marketing (see Business and Consumer Services).

**Pharmaceutical/Healthcare:** Programs created by pharmaceutical companies, healthcare providers such as hospitals and clinics, government-run health initiatives and manufacturers of health-related items to promote products and services that benefit the general health. Does not include insurance plans, fundraising efforts for hospitals and health-related causes or professional recruitment efforts.

**Product Manufacturing and Distribution:** Programs initiated by manufacturers or their non-retailing intermediaries to generate sales, inquiries or support; enhance brand loyalty; increase/maintain market share or expand distribution channels for their products. This includes packaged goods offerings such as food/grocery products, beverages, personal care products (not pharmaceuticals or medications), industrial products and cleaning suppliers. Does not include automotive, telecom, computer and technology manufacturers or distributors.

**Publishing/Entertainment:** Programs to generate single sales or subscriptions for printed or electronic publications like books, magazines, newsletters, e-newsletters, periodicals, subscription-based research services or Web sites; drive ticket sales or traffic for films or theatrical events; encourage the viewing of television programming; promote electronic games and software; or stimulate lottery participation.

**Retail and Direct Sales:** Programs created by retail establishments or non-retail direct-order enterprises to generate traffic, inquiries, sales or loyalty, or to enhance employee relations. Includes businesses such as department stores, specialty shops, equipment dealers, auto parts stores (but not auto dealerships), restaurants, health clubs/spas/grooming establishments, catalogers, mail order companies, continuity plans, video or music clubs, membership programs and buying clubs. Includes online and TV shopping enterprises.

**Travel & Hospitality/Transportation:** Programs to generate inquiries, sales or traffic for marketers of travel and transportation services, such as airlines, hotels, car rental firms, mass transit systems, tourism boards, cultural attractions, sports/entertainment venues and timeshares/vacation properties. Includes retail and online travel agencies and services. Does not include programs from automobile manufacturers, dealers or fleet operators.

# ACCEPTED FORMATS / CREATIVE WORK

## ADVERTISING MEDIA

The 2009 ECHO Awards are entered, categorized, judged and presented by Primary Business Categories. After you have selected the primary business category (See Awards Categories), *additionally* please:

1. **Identify all appropriate Advertising Media used for your entry.**
2. **Submit the proper samples with your entry.**

**Note:** To protect the integrity of the judging, creative samples must not have labels or markings that could identify the creative group or agency. Also, the agency name must not appear in the body text of the entry application. Obviously, self-promotion entries are an exception.

**Alternative Media:** Non-traditional media channels including package inserts, card packs, billboards, transit advertising, take ones, door hangers, kiosks, point-of-sale materials and all other forms of media not covered by other categories. Submit actual samples. If actual samples cannot be submitted due to size or complexity, please send one or more photographs (8 1/2" x 11").

**Catalog:** Promotional pieces that include specific product descriptions of multiple items, designed to generate retail traffic or non-store orders. Includes printed and electronic formats. Submit an actual sample of printed catalog (including order form). For online catalog, upload digital elements to accompany online Entry Form.

**Direct Mail:** All direct mail, either flat or dimensional, delivered to home or office by conventional postal services, courier or messenger. Submit one actual sample. If actual dimensional piece is not available, you may send one or more color photographs (8 1/2" x 11"). However, you must send an actual copy of the letter. Do not mount samples. Mock-ups and electronic graphics are not acceptable.

**E-Mail and Instant Messaging:** E-mail or instant messages sent to personal computers. (Mobile messaging is a separate category). All entries must be self-running applications and must be submitted for review in an appropriate digital form via URL, provided on the Entry Form or uploaded as an attachment to the online Entry Form.

For "static" executions (with no animation or video), screen shots are acceptable. To save judges' time, submit a list of any special applications needed to view the creative work, as well as any necessary user names/passwords.

**Mobile Marketing:** Permission-based marketing messages on phone, PDA, or other mobile devices. Marketing messages can either be push or pull, depending on the tactics and vehicles used. The tactics and vehicles include: application development, mobile site development, content distribution (downloaded or streamed), mobile search, e-mail, Web browsing, GPS location services, MMS/SMS messaging, and mobile display advertising.

Submit mobile messaging samples electronically (uploaded with online Entry Form) formatted for either QuickTime or Windows Media Player. A copy of the script or storyboard must also be supplied as an attachment.

**Print:** Space advertisements, including freestanding inserts (FSI) in publications. Submit one actual sample of tear sheet or insert. Please mark clearly whether it is a magazine or newspaper ad and give publication dates. Electronic reproductions such as pdf files are not allowed.

**Search Engine Marketing:** Search engine optimization (SEO) and paid pay-per-click (PPC) advertising. All entries must be self-running applications and must be submitted for review in an appropriate digital form via URL provided on Entry Form or uploaded as an attachment to the online Entry Form.

For PPC, explain how you used advanced techniques and tools to generate more traffic, improve conversion rates and/or increase return on investment. PPC can include post-click optimization (i.e., multivariate landing page testing, heat maps, web analytics, etc.). Submit screen captures or reproductions of PPC ads posted to a URL or as an attachment. Screen captures or reproductions should reflect both ads displayed on search engines, as well as messaging on landing pages.

For SEO, explain how you assisted in increasing ranking and streamlining navigation of Web site(s) through site structure changes, link development, social media and other strategies. Please post relevant Web page(s) or site from the ECHO entry time window to a URL and submit associated results (screen captures of search rank, report/reproduction of link development strategy, Web analytics data, etc.) as an attachment so that we may review your use of SEO. To save judges' time, submit a list of any special applications needed to view the creative work, as well as any necessary user names/passwords. For SEO, printouts of Web site screen shots are not acceptable as source code can be important in evaluation. Also, please avoid agency identification as part of the URL.

**Telemarketing — Outbound Calls:** Telephone Sales programs. Submit an MS Word or PDF file of the call guide (script) including objection-responses, telephone FAQs, etc. If available, a call recording can be electronically uploaded with the entry from.

**Telemarketing — Inbound Calls:** Lead or sales program. Submit source(s) of calls. Also submit an MS Word or PDF file of the call guide (script) including objection-responses, telephone FAQ's, etc. If available, a call recording can be electronically uploaded with the entry from.

**TV/Video/Radio:** Broadcast advertisements in both spot and program length format. Submit samples electronically (upload with online Entry Form) formatted for either QuickTime or Windows Media Player. Identify PC or MAC compatibility. All entries must be submitted without agency identification. A hard copy of the script or storyboard must also be supplied and should accompany a hard copy of the Entry Form. *Note: If TV/Video/Radio submission is larger than 20 MB, please submit on DVD.*

**Web Advertising:** Web ads and online paid advertising other than e-mail and search (which are separate categories). All entries must be self-running applications and must be submitted for review in an appropriate digital form via URL provided on Entry Form or uploaded as an attachment to the online Entry Form. To save judges' time, submit a list of any special applications needed to view the creative work, as well as any necessary user names/passwords. If the sites or Web pages are no longer live, a self-contained version of a site or sites with the ads should be provided. For "static" executions, screen shots are acceptable. Please avoid agency identification as part of the URL.

**Web Development:** Web sites, blogs, social networks and other forms of Web development. This is content that is not paid Web advertising. All entries must be self-running applications and must be submitted for review in an appropriate digital form via URL provided on Entry Form or uploaded as an attachment to the online Entry Form. To save judges' time, submit a list of any special applications needed to view the creative work, as well as any necessary user names/passwords. If the sites or Web pages are no longer live, a self-contained version of the sites or pages should be provided. For "static" executions, screen shots are acceptable. Please avoid agency identification as part of the URL.

***NOTE: Videotapes, audiocassettes, and CDs are not accepted! DVDs are accepted for broadcast advertisements larger than 20 MB.***

# FREQUENTLY ASKED QUESTIONS

## **1. Is the ECHO award based on results alone?**

No, although strong results are extremely important. Because ECHO is one of the few awards in direct and interactive marketing to consider results in the judging, many think of it as the “results award.” But to win an ECHO requires much more: brilliant strategy, breakthrough creative and phenomenal results. All three matter in the real world, so all three are considered here. We judge these criteria individually and as a whole to determine the best of the best.

## **2. Must I use the official Entry Form?**

Absolutely. Filling out the Entry Form is the ONLY way to enter the ECHO Awards. Just follow these easy steps: Complete the form, process your payment, submit for judging and mail your creative samples before the April 24th deadline. You can submit by the extended deadline date of May 5<sup>th</sup>, however, there is an extended deadline fee.

*IMPORTANT: Once you've submitted your entry, you can't change it.*

## **3. What do I do if I'm not sure what business category to enter?**

Start by reading the Award Categories. The general rule is to match your entry to the category that most narrowly defines your industry, product or service. If you're still not sure, e-mail your questions to [echo@the-dma.org](mailto:echo@the-dma.org), call 212-790-1450 or fax 212-302-6714. You can also e-mail the ECHO Ambassador in your region.

## **4. Can I enter the same creative work into the competition more than once?**

No. You can only submit a creative element once. For instance, if you enter a campaign/program in which you used more than one advertising medium to promote the product or service (i.e., mail, DRTV and print), you can either submit the entry as a multimedia campaign, or submit separate entries for each medium used.

## **5. Is my package still eligible if my target audience was very small?**

Of course. It doesn't matter how big the audience. Your entry will be judged on its overall merit in being on strategy and achieving your objectives, regardless of audience size. Indicate your target audience where prompted on the entry form, and be sure to provide as much additional information as you can to demonstrate the uniqueness of your work.

## **6. Do I have a chance entering a piece that had a low cost-per-unit, that isn't sexy, yet produced dynamic results?**

Sure. Every entry has a chance at an ECHO. It all depends on the successful execution of the total package: brilliant strategy, breakthrough creative and phenomenal results. What's more,

creativity is judged for the originality, effectiveness and professionalism of the copy and graphics. Not the price tag.

### **7. Do bigger agencies have an unfair advantage?**

Absolutely not. The agency name is not revealed on the entry, so ECHO judges don't know the size or identity of the applicant. Judges are looking for great creative and stellar results, regardless of whether it's from freelancers, consultants or large agencies.

### **8. What will happen if my entry is chosen for an ECHO Award?**

In August, you will receive your invitation to participate in the 2009 ECHO Awards Ceremony and Gala. The black-tie-optional ceremony will be held during the DMA09 Conference and Exhibition in San Diego, California on Tuesday, October 20th. Gold, Silver, Bronze and Special Award winners will receive two trophies each. Additional trophies can be purchased at a reasonable cost from The Award Group, [www.theawardgroup.com/dma](http://www.theawardgroup.com/dma). In many cases, ECHO winners get invited to speak at DMA conferences and have their entries featured in trade publications.

### **9. How are ECHOs judged?**

To win, your entry must pass three rounds of rigorous judging:

- First, DM professionals with at least seven years of experience, including three or more years in the category you have entered, judge your campaign based on strategy, creativity and results.
- In round two (the semi-finals), three or more industry professionals scrutinize your entry, and your score determines if your entry moves on to the finals (round three).
- If your entry makes it to round three, you will need to re-submit it in a portfolio format. Your entry will be reviewed by an elite panel of judges, each with fifteen years of direct and interactive marketing experience. Their evaluation will determine who wins an ECHO. Scores must exceed a certain minimum benchmark for each level of award (Bronze, Silver and Gold). If no entries meet the standard, then an ECHO is simply not awarded.

### **10. What's the deadline for entering?**

The deadline is April 24, 2009. The extended deadline is May 5, 2009, which includes an extended deadline fee of \$50.00 per entry. Enter by April 14th and save \$75 off of your entry fee. So please don't delay!

### **11. What is the entry fee? The fee is a one-time fee.**

Entry Deadline: April 24 — Entry fee \$300 per entry.

Extended Deadline: May 5 — Entry fee \$350 per entry.

*Enter by April 14th and pay just \$225 — a savings of \$75 off the entry deadline fee.*

**12. Do you have to be a member of the DMA to enter the competition?**

No, you don't. The competition is open to anyone who feels they're good enough to win. DMA member or not, make sure you submit your best work because our judges are tough.

# HOW TO WIN AN ECHO TIPS

The ECHO competition recognizes "the whole package": marketing strategy and tactics, creative execution and results. To win an ECHO, you must prove you have a brilliant strategy, revolutionary creative, database technique, planning and astounding results. And it is important to submit a good entry write-up. Know the difference between objectives, strategies and tactics. The judges who read the entries know the difference and expect intelligently written entries. With your entry form, everything counts.

Here are a few pointers to increase your chance to win an ECHO.

## **Get started on the entry process early**

The ECHO entry deadline is April 24, 2009. Read the rules and entry application; note the requirements, the number of samples you will need to gather, and in what format they must be submitted. Remember, you must get client approval for each entry submitted.

## **Understand the categories and select carefully**

There are 12 separate categories representing business segments. Unlike other awards, which are judged by media category, the ECHOs are judged by business category. Read the business category glossary carefully and select the proper business category for your entries. An auto dealer traffic-building campaign belongs in the Automotive category, not the Retailing category. A Web site for a pain clinic belongs in the Pharmaceutical/Healthcare category, not Consumer Services.

## **Completeness counts**

Be sure to fill out the form completely. If the information requested is not relevant to the entry, or if it's confidential and the client will not approve its release, say so. But complete the form.

## **Spelling counts**

Misspellings, grammatical errors and typos are other ways of showing carelessness — and spelling counts. Also, the DMA maintains archives of winning entries, so poorly written entries make you look bad for years to come.

## **Math counts**

Incorrect or improperly stated figures can undermine your opportunity to show your entry at its best. For example, a few years back we read an entry where the section on results included something like this: "The new package got a 2.4% response, compared to a 1.2% response for the control. This entry should be a winner because it pulled 1.2% better than the control." Huh? An improvement of 1.2%? The new package doubled response. It improved response by 100% over the control. This kind of performance can get your entry into award consideration . . . as long as it is presented properly. So look for ways to express your results most dramatically. And share as much result information as you can in hard, numerical form. Percent response, cost

per lead, conversion rates, cost per sale and ROI. Judges are impressed by hard results. And results count for 33% of your entry's score.

### **Content counts**

As that example about results illustrates, what you say and how you say it can be extremely important, especially when you summarize the reasons why your entry is deserving of an ECHO award. When you get to this point, focus on why your entry is so significant.

### **Context counts**

To dramatize the importance of your entry, you often have to put your accomplishments in some kind of context. With the ECHOs, you have the opportunity to explain how the entry was measured. In the marketplace challenge and marketing strategy sections, set up the context in which your program was devised and evaluated. This helps the judges know the challenges you faced.

Context counts, too, when it comes to results. If your client won't let you reveal results in terms of actual response rates or sales, express results in relative terms — like percentage improvement over control or return on investment ratio. Index results against your allowable, your past campaigns' successful performance or another standard. But if you do, be sure to explain what that standard is. Index numbers are meaningless if out of context.

### **Conciseness counts**

Be clear and concise — pay attention to word limits within appropriate sections of the entry form. Watch the adjectives. And resist the temptation to add "stuff" to the entry.

When you have a multimedia/integrated campaign, it's not easy to say much about each step of the campaign in the Marketing Tactics section of the ECHO entry form. In such cases, add a Campaign Flow page in with the creative samples to help explain the order of the efforts and to whom they were directed. This will aid in explaining complicated campaigns.

### **Keep hotlinks live until August**

The ECHO judges want actual, live samples. If you're entering a three-dimensional campaign, send actual samples instead of an electronic photograph. If you're entering electronic media, your Web site should be live, and continue live — exactly the same as it was when you entered it — until August. Judges want to see the entry in the way that the consumer would be seeing it. You can move it to a server so it is the way it was at the time of the entry. And remember to provide appropriate user IDs and passwords.

### **Borrow portfolios**

The DMA maintains a complete collection of ECHO entries for award Winners, Leaders and Finalists from the last several years of completion. You can request to borrow a portfolio (free for DMA members) to see which campaigns really worked and how the entry form was written. To borrow an ECHO portfolio, email the Library and Resource Center at [lrc@the-dma.org](mailto:lrc@the-dma.org).