



## Welcome to the 2011 DMA International ECHO Awards Competition

### ENTRY INFORMATION

This document was created to assist entrants in submitting an effective entry.

**The ECHO Awards is presented by the ECHO Academy of Direct Marketing Arts & Sciences - the governing body of the ECHO Awards Program.**

#### **ECHO Awards**

ECHO is the premier direct & digital marketing award competition. ECHO honors the world's best direct marketing campaigns – campaigns that have raised the bar in terms of strategy, creativity and results. No other awards competition looks at the direct marketing discipline in such totality. Which is why no other awards competition is so important.

#### **The Power to Change Business**

ECHO winning campaigns have the power to change business. The Formula is Simple – 30% strategy, 30% creative, 30% results, and 10% Mojo – that extra something that takes a campaign from competent to special. Only the ECHO number measures the complete story of business impact. From your first “a-ha” down to the judges hunch, it all adds up to business impact that last far beyond any campaign run date.

Tell the ECHO judges your campaign story. Write your entry like a short story, but keep it simple, clear, and concise. While ECHO judges are highly experienced marketing professionals, they review several campaigns in a single judging session, so keep it interesting and readable. For additional insight and to see which campaigns really worked and how the entry form was written, visit the DMA ECHO Library. The DMA ECHO library is a complete collection of ECHO portfolios for award Winners, Leaders and Finalists from the last several years of competition. You also can go online to the ECHO Case Studies Library. Go to the ECHO website, [www.dma-echo.org](http://www.dma-echo.org) and click on the case studies library icon.

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Welcome continued

## **New For 2011**

### **Video Clip of Your Entry**

New for 2011. We are asking entrants to submit a video showcasing of how you brought your idea to life. This video should support your entry which should summarize the challenge, strategy, objectives, execution, and outcome of your entry. This clip will be viewed by the Judges during the judging sessions. If your entry is a winner, the clip will also be used at the ECHO Gala, in the ECHO Gallery during the DMA Annual Conference, on the ECHO website, and for media and educational purposes. Please indicate when you submit your submission if there are reasons, such as music licensing, that mean your video showcase cannot be shown at or after the Gala.

Your video showcase should be no longer than 3 minutes. The video should capture the strategy, creative, implementation and results of the campaign. This explanatory clip must be concise and should contain key visuals - video, still images or any other relevant footage to best explain the campaign with a simple, clear commentary in English summarizing your entry. Please name this video clip as 2011 entry video showcase and upload on your entry form. Video specifications:

- 3 minute video to be provided in the widescreen (16:9) aspect ratio, at the minimum of 853px x 480px.
- The format should be an .h264 Quicktime movie. A larger HD720p or HD1080p file may also be provided.
- The size of the file allowed by the entry portal should be no larger than 50MB.

You are not required to submit a video showcasing - this is “option only”. The video clip should not be in place of any of the required creative work to be submitted with your entry.

## **New For 2011**

### **Logos and Team Photos**

New for 2011. We are asking entrants to submit logos and team photos of each campaign entry. Please name as logos and team photos, and upload on your entry form. Logos and team photos specifications are listed below:

Logo - files should be provided for both the entering agency and the client/advertiser. Digital files may be provided in the following formats: Adobe Illustrator file (.ai), an EPS file (.eps) or as a jpeg file at 300dpi.

Team Photo - the photo should represent all of the agency and client/advertiser personnel that worked on the entering campaign. A single photo or two separate files may be provided. The file size should be a minimum of 2000 pixels high *or* wide and submitted in the uncompressed jpeg format.

**How Good is Your Work? 97 Good? Or More Like 89 Good? See if the ECHO Judges agree with your number - Enter now.**

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## DEADLINES & FEES

<b>Deadline</b>	<b>Date</b>	<b>Entry Fee</b>
Entry Deadline	April 25, 2011	\$395
Last Chance Deadline	May 5, 2011	\$450

**Save on your entry fee. Enter by April 14, 2011 and pay just \$295 per entry**

You may enter anytime between now and May 5, 2011. The entry fee is determined by when you submit your entry for judging with full payment. Entries, payment and creative samples are to be submitted to the ECHO office in New York, Copenhagen, or Melbourne. Entries received after May 5th will not be eligible for the competition.

In order to be processed and entered into the competition, all parts of the entry must be BOTH physically and electronically submitted to ECHO. Once you submit an entry online, you cannot change it without contacting the ECHO office. Please note that changes will not be made to any entries after judging has started.

## PAYMENT CRITERIA

Payment may be made by Check, Credit Card (Visa, MasterCard, American Express, and 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 2011 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.

## ENTRY REQUIREMENTS & PROCESS

Please read rules and details before beginning the 2011 ECHO entry process

How Good Is Your Work? 97 Good? Or More Likely 89 Good? Only an ECHO number measures greatness in strategy, creative, and results. Even the judges' gut feelings. It all adds up to business impact, which lasts far beyond campaign run dates. The Formula is Simple – 30% strategy, 30% creative, 30% results, 10% Mojo – that extra something that takes a campaign from competent to special. For the 2011 ECHO Awards Entry Form, go to [www.dma-echo.org](http://www.dma-echo.org).

### Completing the Entry Form

#### **Entry Form – Work On/Maintain it Online**

Entries must be entered online using the online entry form. See 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.

We recommend that you write your entry like a short story, but keep it simple, clear, and concise. 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.

#### **Credits for Your Entry**

The area to list companies and individuals who worked on your campaign is part of the entry form. You should list agency individuals as well as client individuals. Please be accurate – the way you list it on the form is the way it will be presented in all written material. The credit information you list will be considered final. We do not allow removal of credits at time of win because our policy is to recognize those credited at the time of entry.

continued...

Entry Requirements & Process continued  
Completing Your Entry Form continued

### 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 for more detailed information.

- Physical samples (1) of all direct mail, print, catalogs, scripts/storyboards for broadcast, telemarketing scripts and other materials. You may upload samples in addition to sending physical samples.
- *Broadcast*: submit samples via upload (50 MB maximum).
- *Digital*: submit via upload, (50 MB maximum), or enter URL address in appropriate area on the entry form.
- *Social Media*: submit via upload, (50 MB maximum), or enter URL address in appropriate area on the entry form
- Translations into English of all non-English copy. (Please see Foreign Language Entries section).
- Payment (please see Payment section).
- Logos and Team Photos for entering agency and client/advertiser.

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.**

### 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. Go to <http://dma-echo.org/welcome-ambassadors.jsp> for the list of ambassadors.

continued...

Entry Requirements & Process continued

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Team Photo - the photo should represent all of the agency and client/advertiser personnel that worked on the entering campaign. A single photo or two separate files may be provided. The file size should be a minimum of 2000 pixels high *or* wide and submitted in the uncompressed jpeg format.

**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  
DMA International ECHO Awards  
1120 Avenue of the Americas  
13<sup>th</sup> Floor  
New York, NY 10036-6700  
Telephone: 212-790-1450/ 212-768-7277  
Fax: 212-719-1952

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

Finn Overgaard, ECHO Chair of European Judging  
RelationshusetGEKKO  
Rosenvaengets Alle 11 1. sal  
DK-2100 Copenhagen, Denmark  
Telephone: 45-31-10-00-95  
Fax: 45-39-10-22-01

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, (Melbourne) VIC 3121  
Australia  
Telephone: 61-3-9090-3034  
Fax: 61-3-9429-3077

## ENTRY RULES & CRITERIA

### 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.

We recommend that you write your entry like a short story, but keep it simple, clear, and concise. While ECHO judges are highly experienced marketing professionals, they review several campaigns in a single judging session so kept it interesting and readable. (To see a sample, go to <http://dma-echo.org/callfor-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, 2009 and March 31, 2011.

**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 2011 DMA International ECHO Awards Competition.

### Terms, Conditions, & Publication of Winning and Noteworthy Work

#### **Terms**

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.

All entrants will strictly observe the Entry Rules. Completion of form, signature, submitting the entry for judging, and receipt of entry form will imply full acceptance by each entrant. Non-compliance with any of the Entry Rules will result in automatic disqualification of the entry.

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Entry Rules & Criteria continued

**Terms continued**

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.

Any material submitted in the course of entering the awards becomes the property of the DMA and cannot be returned.

**Publication**

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.

In addition to the above, winning cases will be on display in the ECHO Gallery during the DMA Annual Conference in October, published in the ECHO Case Studies Library, ECHO website, ECHO Academy Newsletter, and the Warc Ltd. (World Advertising Research Center) website.

We respect that entries may have information that the clients wishes to keep confidential. If you have these concerns, please contact Barbara Parker at 212-790-1450 or [bparker@the-dma.org](mailto:bparker@the-dma.org).

**Miscellaneous**

In the event of a win, any duties, fees and charges accrued from the transporting of the trophy, will be covered by the recipient.

## CATEGORIES OF ENTRY – BUSINESS CATEGORY EXPLANATIONS

The 2011 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).

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Categories of Entry continued

**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 nonretailing 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

### Submitting Your Creative Elements

The 2011 ECHO Awards are entered, categorized, judged and presented by Primary Business Categories. After you have selected the primary business category (See Business 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.

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Accepted Formats/Creative Work Advertising Media continued

**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.

**Social Media:** Participatory digital media channels that facilitate dialogue and user-generated content from among a self-selected audience. Includes publicly available channels such as Facebook, Twitter, LinkedIn, YouTube, Flickr, etc. Does not include blogs or proprietary digital communities that reside on a marketer's own website (which would be classified as Web Development). Submit a self-running application of social media activity as experienced by the target audience at the time of the campaign in digital format via URL or uploaded as an attachment to the online entry form. Please include any necessary user names and passwords. For "static" executions, screen shots are acceptable. Please avoid agency identification as part of the URL.

continued...

Accepted Formats/Creative Work Advertising Media continued

**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: The size of the file allowed by the entry portal should be no longer than 50MB.

**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.

## HOW ECHO ENTRIES ARE JUDGED

The International ECHO Awards represent the oldest and most prestigious honor in direct marketing. Supported by the DMA, and governed by the Board of Governors of the ECHO Academy of Direct Marketing Arts & Sciences, the ECHO is the only international award where judges rigorously assess entries based on strategy, creative execution *and* results – recognizing the whole picture of a campaign's success.

This focus on balanced judging assessment, combined with top-notch judges and outstanding entries year in and out, has played a major role in the ECHO Awards representing so well the best that direct and interactive marketing have to offer.

Only an ECHO number measures greatness in strategy, creative, and results. From your first “a-ha” down to the judges hunch, it all adds up to business impact that last far beyond any campaign run dates. The Formula is Simple:

**30% strategy, 30% creative, 30% results + 10% Mojo – that extra something that takes a campaign from competent to special**

### Entry Categories

ECHO entries are judged by business category. There are twelve separate categories representing business segments. Categorizing entries by business segment enables entries to be evaluated by judging panels of direct and interactive marketing professionals with actual experience in the relevant business category. This leads to a more intelligent and insightful evaluation of entries.

### How Work is Reviewed

All International ECHO Award winners go through three rounds of judging.

*Round 1 is a screening round.* Through a combination of individual reviews and collaborative discussion, judging panels determine which entries represent an effective balance of strategy, creative execution and results; and which move on to the next round.

*In Round 2,* all surviving entries are then scored numerically with regard to strategy, creative execution and results. After scores are totaled and re-checked, the top entries advance to the third and final round.

*Gold, Silver and Bronze Winners are Chosen*

*In Round 3,* entries are reviewed individually by three judges, all of whom are senior-level, most experienced direct marketers. All earlier scores are wiped out, so finalist entries start out on equal footing. As in Round 2, entries are scored numerically with regard to strategy, creative execution and results. An entry needs to reach a certain minimum score to qualify for a Gold, Silver or Bronze ECHO. Therefore, it is possible for some categories to have multiple winners at each level, while other categories might have a single Bronze winner, or no winners at all.

All scoring is done anonymously and confidentially.

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How ECHO Entries are Judged continued

### **ECHO Judges**

The ECHO Judges are an elite group of senior-level professionals with years of direct & digital marketing experience as well as specific industry experience. Judges are nominated by the ECHO Academy Board of Governors and are fair, impartial, and committed to keeping the ECHOs the most meaningful Direct Marketing Award. Judges may not vote for any entry with which they have a conflict of interest – and this is closely monitored.

Screening (round 1) and Semi-Final (round 2) judges have 7+ years of direct marketing experience and are experienced in all relevant direct marketing channels in at least one industry, with 3+ years in industry.

Final Round Judges have 15+ years of direct & digital marketing experience, experienced in all relevant direct marketing channels in at least one industry, with 7+ years in industry.

## ENTRY CHECKLIST

Please be sure that you have completed all steps below for the 2011 ECHO Awards Competition;

You have completed all fields of the online entry form:

- ✓ Step 1 - Completed the "Entry Submitter" form.
- ✓ Step 2 - Completed the "Media Channel" section. Please indicate all advertising media used in the campaign. This should match the media details on your written entry form.
  - If sending elements to one of the ECHO offices, check the box next to the channel and then the number of elements you are sending to the ECHO office.
  - If uploading elements with the entry form, check the box next to the channel and then the number of elements uploaded with the entry form.
- ✓ Step 3 - Listed agency and client information on form.
- ✓ Step 4 - Provided company and individual credit information in the *Credits Section* of the entry form.
- ✓ Step 5 - Uploaded all entry files, including your 3 minute video showcase.
  - The size of the file allowed by the entry portal should be no larger than 50MB.
- ✓ Step 6 - Uploaded logos and team photos of entering agency & client/advertiser.
- ✓ Step 7 - Paid for your entry via the approved payment methods.
- ✓ Step 8 - Reviewed the ECHO Entry Disclosure and Authorization form.
- ✓ Step 9 - Officially submit your entry by clicking on the "submit for judging" button.

## 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 digital 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 25th deadline. You can submit by the extended deadline date of May 5th, however, there is an extended deadline fee. **IMPORTANT: Once you've submitted your entry, you cannot 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 media to promote the product or service (i.e., mobile marketing, DRTV and print), you can either submit the entry as a multimedia campaign, or submit separate entries for each media used. In this instance, you should only show the strategy, creative, and results for this particular media.

### **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.

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Frequently Asked Questions continued

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

In August, you will receive your invitation to participate in the 2011 ECHO Awards Ceremony and Gala. The black-tie-optional ceremony will be held during the DMA2011 Conference and Exhibition in Boston, Massachusetts on Tuesday, October 4th. 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, <http://theawardgroup.com/dma/>. In many cases, ECHO winners get invited to speak at DMA conferences and have their entries featured in trade publications. In addition, winning cases will be on display at the ECHO Gallery during the DMA2011 Conference in Boston, published in the ECHO Case Studies Library, ECHO website, ECHO Academy Newsletter, and the Warc Ltd. (World Advertising Research Center) website.

We respect that entries may have information that the clients wishes to keep confidential. If you have these concerns, please contact Barbara Parker at 212-790-1450 or [bparker@the-dma.org](mailto:bparker@the-dma.org).

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

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

- In round 1 (*screening*), direct marketing 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 (*finals*), 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 digital 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 25, 2011. The extended deadline is May 5, 2011, which includes an extended deadline fee of \$55.00 per entry. Enter by April 14th and save \$100 off of your entry fee. So please don't delay!

#### **11. What is the entry fee?**

Entry Deadline: April 25 – Entry fee \$395 per entry.

Extended Deadline: May 5 – Entry fee \$450 per entry.

Enter by April 14th and pay just \$295 – a savings of \$100 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. Write your entry like a short story, but keep it simple, clear, and concise. 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 25, 2011. 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.

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How to Win an ECHO Tips continued

### **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 and visit the ECHO Case Studies Library**

For additional insight and to see which campaigns really worked and how the entry form was written, visit the DMA ECHO Library. The DMA ECHO library is a complete collection of ECHO portfolios for award Winners, Leaders and Finalists from the last several years of competition. You also can go online to the ECHO Case Studies Library. Go to the ECHO website, [www.dma-echo.org](http://www.dma-echo.org) and click on the library icon.