

Advertising

Description

Gold, Silver, and Bronze awards may be given for the best ad campaigns and single ads used in the advancement of an institution, with an emphasis placed on paid advertising aimed at the media or other constituencies.

Subcategories

a. Advertising Campaigns

* Total packages, as represented by space ads, display posters, billboards, multimedia ad campaigns, Web advertising, and other promotions.

b. Individual Ads

* Individual pieces such as space ads, posters, Web advertising, etc. not used in direct mail promotions. (Does not include electronic media ads such as radio or video PSAs).

Judging Criteria

Judges specifically will look at your:

- * Program objectives and how well you have reached them;
- * Understanding of your target audience(s);
- * Content, writing, editing, and design of ad or group of ads;
- * Fresh ideas and creative concept development;
- * Institution's mission and how well it is communicated;
- * Budget; and
- * Impact and results.