



AWARDS ENTRY FORM

All sections must be completed. Entries with uncompleted sections may be disqualified by the judges. All entries must be accompanied by this form and all creatives must include English copy or translation. If you are submitting a piece of work in multiple categories, please submit an individual form for each entry (photocopies are okay). For full rules and guidelines, see www.dm360s.org.

**NOTE: ENTRIES MUST REACH US
BY THURSDAY 12 NOVEMBER 2009.**



1. CATEGORIES & AWARDS

Please indicate for which award(s) you are submitting this entry. If you are entering for multiple awards, remember to include one copy of the entry form for each with your submission. You will be charged for each award/category, e.g. if you are entering ABC Campaign for 3 awards, you should send in 3 copies of the entry form and payment for 3 entries.

Best Direct Mail Campaign

- Consumer flat mail
- Consumer 3D mail
- Business flat mail
- Business 3D mail

Best Digital Campaign

- Email
- Viral
- Mobile Marketing
- SEM/SEO
- Social Media

Best Integrated Campaign

- Financial Services
- IT/Telecommunications
- Retail/FMCG
- Public sector (Gov)/Charity
- Entertainment/Leisure/Travel
- Publishing/Media
- Other Industry

Best Use of Data

- Data Strategy
- Personalization
- Increasing Returns
- Reducing Costs
- Campaign Tracking

Best Campaign Strategy

- Customer Acquisition
- Customer Loyalty/Retention
- Recession Busting

Best Craft in Execution

- Creative Idea
- Copywriting
- Art Direction

2. ENTRY DETAILS:

Media used

- Flat Mail
- 3D Mail
- E-mail
- Website(s)
- Web banners
- SEM
- SEO
- Social Media
- Mobile
- Direct Response TV
- Direct Response Print
- Direct Response Radio
- Other (please include details)

Campaign objectives:

- Acquisition
- Induce trial
- Customer retention
- Lead generation
- Database building
- Order generation
- Enquiries generation
- Customer service
- Other _____

Campaign dates/eligibility: ___ / ___ / ___ to ___ / ___ / ___ (DD/MMM/YYYY)

All creative and campaigns that appeared in Asia Pacific between 31 October 2008 and 31 October 2009 are eligible for entry.



3. CAMPAIGN DETAILS

On separate sheets, attached to this entry form, please provide the following information:

Q1 Campaign strategy

Q2 Target Market

Q3 Describe market competition and include details of influences or constraints

Q4 What tactics did you use to implement the strategy?

Q5 What was the main communication message?

Q6 Budget, specify what is included and provide breakdown

Q7 Results

Giving actual response figures can earn you higher scores. Please provide as much information as you can. If your response figures or cost per response are not available, please provide supplementary results such as average and total sales, profit generated and return on investment.

Q8 What are 3 reasons you believe this entry should win an award?

4. COMPANY INFORMATION

Client/Brand	Postal code
Company name	City
Contact <input type="checkbox"/> Mr <input type="checkbox"/> Mrs <input type="checkbox"/> Ms <input type="checkbox"/> Dr	Country
Job title	Tel
Mailing address (not PO box)	Mobile
	Email address



5. AGENCY

Agency name	Postal code
Contact <input type="checkbox"/> Mr <input type="checkbox"/> Mrs <input type="checkbox"/> Ms <input type="checkbox"/> Dr	City
Job title	Country
Mailing address (not PO box)	Tel
	Mobile
	Email address

6. CREDITS

Name(s) of person(s) in your organisation responsible for the development, creation and management of the campaign

Account management	Creative director
Art director(s)	Copywriter(s)
Production	Client
Are you the agency or the client? <input type="checkbox"/> Agency <input type="checkbox"/> Client <input type="checkbox"/> Other	





7. CERTIFICATION

We certify that the information submitted in this entry form is true and its content has been approved by the client for submission to the dm360awards. We agree to the terms and conditions of the Awards and we understand, except for detailed campaign results, the information submitted here may be made known to the public. We also understand should the information given here be proven untrue, this entry may be disqualified, even if it has been selected as a winner.

Name of signatory <input type="checkbox"/> Mr <input type="checkbox"/> Mrs <input type="checkbox"/> Ms <input type="checkbox"/> Dr
Position
Date

8. PAYMENT

S\$125 PER AWARD ENTRY. Late entries, received after 12 November 2009 will be charged S\$175 PER ENTRY.

For instance, if entering same creative in Best Direct Mail Campaign and Best Craft in Execution - Copywriting, fees for 2 award entries are payable, i.e., S\$250.

For the Awards dinner on 3 December 2009: S\$125 per ticket for DMAS Members and Awards Entrants; Others pay S\$150 per ticket. All Awards dinner attendees will receive one free copy of the dm360awards Annual.

No. of entries _____ x S\$125	Total entry fee S\$ _____
Awards dinner, 3 December 2009	
No. of tickets _____ x S\$125	Total ticket cost S\$ _____
Cheque/Bank Draft No.	For credit card payments provide contact information and we'll be in touch:





9. SUBMISSION

If you have included any of the following, please tick the appropriate boxes:

- | | |
|---|---|
| <input type="checkbox"/> Direct mail pack | <input type="checkbox"/> Script/translation |
| <input type="checkbox"/> CD-Rom | <input type="checkbox"/> Website domain name: |
| <input type="checkbox"/> Tear-sheet | _____ |

SEND ALL ENTRIES TO:

dm360awards 2009 Entry

Direct Marketing Association of Singapore

7 Ann Siang Hill #03-01 Singapore 069791

NOTE: ENTRIES MUST REACH US BY THURSDAY 12 NOVEMBER 2009

T: +65 6227 8055

E: info@dmas.org

Please review to ensure you have completed all steps necessary to enter the dm360awards 2009.

- You downloaded the Awards Entry Form and completed every section of the form (where applicable).
- You answered Section 3 – Campaign Details, Questions 1-8 on separate sheets and attached them to the entry forms.
- Where applicable, you ensured credit was appropriately allocated (Section 6).
- You signed and dated Section 7 - Certification.
- You ensured the right payment amount has been calculated (remember: the fee is S\$125 PER ENTRY) in Section 8 – and noted the late fee of S\$175 for entries received after 12 November 2009.
- You noted in Section 9 the format(s) of your submission (for tracking purposes).

