



Call for Entries | 2021

SMPS NEW YORK LIBERTY AWARDS

The Bold • The Brilliant • The Best

**Honoring Excellence in Marketing Communications
& Professional Achievement**

Resilient New York

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SMPS New York Liberty Awards

SMPS New York's Marketing Communications & Professional Achievement Awards recognize excellence in marketing communications and the outstanding achievements of top marketing professionals. Marketing Communications Awards (MCAs) are granted to AEC firms whose materials and campaigns most compellingly achieve their firms' marketing goals. Professional Achievement Awards (PAAs) recognize the exceptional accomplishments of individuals in our industry.

Submissions are judged by an independent panel of senior industry professionals. The awards provide an opportunity for peer recognition and expert feedback, while highlighting the outstanding efforts made by those with a passion for the AEC industry.

Our program is open to both member and non-member firms with offices located in New York City, New Jersey, Long Island, or the Westchester and Hudson Valley regions.

Marketing Communications Awards

- Website
- Video
- Corporate Identity
- Social Media
- Promotional Campaign
- Direct-Mail Campaign
- Project Pursuit Marketing
- Newsletter
- Holiday Piece

Double Your Chances to Win!

Each MCA submission has the chance to win not one, but two awards. Prior to the Liberty Ball, attendees will be sent a PDF of each entry with the opportunity to vote for their favorite. The entry with the most votes will win the coveted People's Choice Award! Finalists are required to provide a shareable PDF for each submission. More details will be sent to finalists prior to the event.

Professional Achievement Awards

- Vanguard of the Year: The Torch Award (15+ years)
- Marketer of the Year: The Crown Award (5 to 15 years)
- The Rising Star: The Pedestal Award (<5 years)
- Mary Findlen Scholarship Grant (Win a trip to Build Business, the SMPS national conference!)

Submit Online

Upload your submissions to our online portal:

<https://www.judgify.me/2021smpsnylibertyawards>

Please upload your application, clarification statement, and digital copy of all materials, including a single PDF of your entire submission and high-resolution versions of any images submitted.

For websites, include a link, site navigation map, and screenshots of important pages. For social media, please include a link to your corporate account(s) and screenshots of important content/updates (e.g., tweets, posts). For videos, include a link to where the video is hosted (e.g., YouTube, Vimeo) for promotional efforts.

Show Us What You've Got!

Did your firm take a leap to engage audiences with innovative marketing and communications strategies? Take this opportunity to boast about your achievements! The following categories will be considered for judging. Materials completed between January 2020 and December 2020 will be accepted for the 2021 competition. First Place and Honorable Mention will be given in each category.

Entry fees: \$150 (SMPS Members), \$225 (Non-Members)

Website

Your firm's online presence is one of its most important marketing tools. Show off an external, public website that promotes your firm or an internal website launched for the purpose of internal communications. Please include a website link in your application.

Video

Did you create a video worthy of recognition during award season? Share the final product, whether it was created for a client-specific pursuit, external communication, or internal messaging. As part of your submission, include a link to view the video online in its original format.

Corporate Identity

If your firm has recently undergone a rebranding or taken on a new identity, this category is for you! For rebranding entries, submit a before-and-after sampling of materials. For new identity entries, submit a sampling of materials that convey your firm's new corporate identity. If available, the corporate identity manual or graphics standards should be included.

Social Media

Social butterflies? Highlight your firm's social media platforms, blogs, podcasts ... any marketing effort that utilizes online tools to provide a platform for thought leadership, collaboration, and user interaction. Submission is not limited to one platform. Include a link to your social media platforms; for blogs and podcasts, provide at least three postings/episodes for review.

Promotional Campaign

We are looking for a comprehensive, multi-tactic campaign that took place over an extended period to promote a specific company message, event, program, or project. The campaign must include a combination of media – print, digital, or multimedia – and

implementation strategies. Include a PDF of the promotional plan describing the campaign's focus and objectives. If media relations were part of the campaign, submit a PDF of the features developed and a list of results.

Direct-Mail Campaign

Did your firm produce a successful direct-mail program? Explain how you used a targeted campaign (e.g., letters, pamphlets, postcards, emails, and announcements) to reach a specific target audience. Submit each piece in the series of mailings. If the campaign was conducted via email, include a link to view the original digital components online.

Project Pursuit Marketing

If your company went above and beyond to win a specific project, let us know how you did it! We are looking for items developed for this pursuit, including qualification packages, proposals, presentations, interview tools, leave-behinds, or other pieces that contributed to the effort. Note: you may omit information deemed proprietary. Please include a note of where you have omitted information.

Newsletter

If your firm produces a newsletter to distribute news either internally or externally, submit your publication! Include a PDF with the three most recent issues of the newsletter. Note: magazines may enter this category if they have a client or external audience.

Holiday Piece

Does your firm love to spread the holiday cheer? If so, submit a holiday piece you're especially proud of! The piece should have been produced for one-time use to promote a generally recognized holiday. Examples include, but are not limited to, a holiday card, video, party invitation, client gift, and more.

Clarification Statement Requirements

It's all in the details. A clarification statement must be uploaded with each MCA entry and follow the order and guidelines listed below. Provide details regarding your campaign, project, or work that shows us clear, bold, and creative ideas that impacted your business or client in a positive way. Entries must be 12 pt. font and should not exceed two pages.

1. Creative Brief (250 words or less)

Please provide a creative brief on your entry to convey to the jurors why your entry should win.

2. Marketing Objectives (75 words or less)

Identify your marketing goals by answering the following questions:

- What did your firm hope to achieve with the piece or program?
- How did you plan to measure your results against your marketing goals?

Include the following:

- Marketing objectives
- Time frame
- Budget information
- Methodology for collecting and evaluating results

3. Target Audience (50 words or less)

Define the audience for this piece or program.

Answer the following questions:

- Who was your target audience?
- How many pieces were sent via mail or email? If a website or video, what were your analytical goals?
- Characterize the composition, size, and location of your target audience (example: 250 CEOs and senior managers of the top 500 leaders in the high-tech industry).

4. Research and Planning (100 words or less)

Describe the market research conducted prior to planning your piece or program. Summarize your marketing plan efforts. Explain the production and delivery method.

5. Messaging (50 words or less)

What is the intended message of this entry?

6. Results (100 words or less)

Please answer the following questions as thoroughly as possible based on the entry type:

- What was the ROI? Did you meet your goals?
- Which actions did the target audience take after receiving your materials (testimonials/feedback)?
- What was your break-even goal for profit/loss? Did you achieve it?
- Did you meet your specific sales/reach goals?
- Did you gain new clients or leads as a result?

MCA Application

SMPS New York recognizes AEC firms whose materials and campaigns achieve their marketing goals in a compelling way. Our program is open to both member and non-member firms whose offices are located within the New York, New Jersey, Long Island, or Westchester and the lower Hudson Valley regions. Outside consultants used to develop materials, e.g., graphic designers, web developers, photographers, etc., should be identified.

Website

Video

Corporate Identity

Social Media

Promotional Campaign

Direct-Mail Campaign

Project Pursuit Marketing

Newsletter

Holiday Piece

Firm Name:

Website:

Consultants Used:

Contact Name:

Contact Phone:

Contact Email:

SMPS Member No:

Submission Deadline:

04 / 30 / 21

Vanguard of the Year

The Torch Award

This award salutes a senior-level professional who actively promotes the strategic vision and values of their company and fosters a culture that encourages all staff (marketing, operations, and technical) to contribute to marketing, business development, and public relations efforts. To be eligible, this candidate must be a mid- to high-level professional with the authority to make decisions for the firm and have at least 15 years of industry experience (with three at their current firm). The candidate must also be an SMPS New York Member in good standing. Please note, current SMPS New York Board Members are not eligible to enter.

How should you apply?

- Upload a Nomination Form
- Upload a 1-2 page letter (12 pt. font) that describes:
 - a. Who you are nominating and how you came into contact with their exemplary service
 - b. How the candidate has been integral to their firm's marketing/business development strategy and/or been recognized in the profession for leadership
 - c. Their involvement with and support of the SMPS New York Chapter
 - d. How the candidate has demonstrated commitment to at least three of the following areas:
 1. Supports Marketing
 2. Encourages Professional Development
 3. Fosters Marketing Culture
 4. Actively Participates in the AEC Industry
 5. Includes Other Marketers in the Management Team
- Work samples – upload 1-3 samples of material the candidate has developed as a professional services marketer (e.g., brochure, proposal section, advertisement, printout of website content)
- Copy of the candidate's professional resume

What does it take to be a winner?

Candidates should demonstrate their commitment in the following areas:

- Supports Marketing – understands the need for and importance of a professional approach to marketing, business development, and public relations.
- Encourages Professional Development – advocates for continuing professional development on a consistent and regular basis; promotes SMPS and similar educational venues for all staff levels; and provides an atmosphere that promotes professional growth for team members.
- Fosters Marketing Culture – encourages all staff to contribute to the marketing effort through excellence in client relations, authors professional publications, provides public speaking, and/or participates in civic, charitable, or industry organizations.
- Actively Participates in the AEC Industry – does the nominee set a good example by promoting and marketing the firm? The nominee might be an active member of professional and/or civic organizations, publish scholarly articles, or schedule speaking engagements that enhance the prestige of the firm.
- Includes Other Marketers in the Management Team – recognizes professional marketing staff as part of the firm's management team, includes marketers in strategic planning and considers their input in business decisions, and encourages marketing staff to foster and enhance relationships with clients.

Marketer of the Year

The Crown Award

This award salutes a marketer's achievement, leadership, and significant contributions to their firm's marketing success during the past year. To be eligible for this award, the candidate must be a mid- to senior-level marketer who demonstrates a passion for out-of-the-box thinking, creativity, and communication skills. The candidate must have between 5 and 15 years of industry experience and be an SMPS New York Member in good standing. Please note, current SMPS New York Board Members are not eligible to enter.

How should you apply?

- Upload a Nomination Form
- Upload a 1-2 page letter (12 pt. font) that describes:
 - a. Who you are nominating and how you came into contact with their exemplary service
 - b. Their involvement with and support of the SMPS New York Chapter
 - c. How the candidate has demonstrated leadership in the following areas:
 1. Promotes excellent marketing techniques in their respective firm
 2. Maintains a visible position in the marketplace through service to the profession
 3. Creates/distributes quality materials
- Work samples – upload 1-3 samples of material the candidate has developed as a professional services marketer (e.g., brochure, proposal section, advertisement, printout of website content)
- Copy of the candidate's professional resume

What does it take to be a winner?

Candidates should demonstrate their commitment in all of the following areas:

- Strategic Planning – facilitates research of industry trends and firm goals, develops strategic marketing plans, and produces results-oriented business development plans.
- Management – demonstrates the ability to lead within the firm and throughout the industry by contributing to the success of internal (e.g., operations, finance, administration) and external (e.g., SMPS New York) organizations.
- Communications – develops successful communication programs utilizing marketing materials (e.g., newsletters, social media, press releases, advertising, trade shows, and/or special events) to produce tangible benefits.
- Innovation – introduced a marketing approach or service that added value to the firm and/or received positive recognition from clients.
- Education and Training – establishes an internal professional development program to help marketing and technical staff better understand the role of marketing, business development, client support, and mentorship within the firm.
- Service – devotes time to the growth, visibility, and advancement of marketing within the AEC industry through professional articles, public speaking engagements, and/or technical training.

The Rising Star

The Pedestal Award

This award salutes a marketer who has shown dedication to SMPS New York through committee involvement and has the potential to become one of the industry's shining stars! To be eligible for the Pedestal Award, the candidate must have less than five years of industry experience and be an SMPS New York Member in good standing. Please note, current SMPS New York Board Members are not eligible to enter.

How should you apply?

- Upload a Nomination Form
- Upload a 1-2 page letter (12 pt font) that describes:
 - a. Who you are nominating and how you came into contact with their exemplary service
 - b. Their involvement with and support of the SMPS New York Chapter
- Work samples – upload 1-3 samples of material the candidate has developed as a professional services marketer (e.g., brochure, proposal section, advertisement, printout of website content)
- Copy of the candidate's professional resume

What does it take to be a winner?

Candidates should demonstrate their commitment to the field of marketing professional services and show an aptitude for leadership. Factors include:

- Establishing and maintaining high standards of marketing
- Exhibiting involvement and leadership in the New York Chapter
- Proven commitment to professionalism

Mary Findlen Scholarship Grant

The Advancement Award

This award supports SMPS New York's mission to promote the continued advancement of new talent within our industry. This grant is open to mid-level marketing, communications, and business development professionals with approximately three to seven years of experience. Candidates must also have a minimum of one year of SMPS New York membership. Please note, current SMPS New York Board Members are not eligible to enter.

How should you apply?

- Upload a Nomination Form
- Upload a 1-2 page letter (12 pt font) that describes:
 - a. Who you are nominating and how you came into contact with their exemplary service
 - b. Their involvement with and support of the SMPS New York Chapter
- Work samples – upload 1-3 samples of material the candidate has developed as a professional services marketer (e.g., brochure, proposal section, advertisement, printout of website content)
- Copy of the candidate's professional resume

What does it take to be a winner?

Candidates should be able to demonstrate commitment to their career as an AEC marketer through professional development activities, participation in SMPS New York, and the contributions they have made to their firm in their current position.

Why should you apply?

The winner will receive registration to the SMPS Build Business Conference. Typically the award also includes roundtrip airfare/transportation and hotel accommodations for three nights, however the 2021 conference will take place virtually because of COVID-19. We will work with the recipient of this award to figure out the best opportunity.

Professional Achievement Application

SMPS New York's Professional Achievement Awards recognize individuals whose exceptional accomplishments make us proud. We rely on your nominations to determine which current and future industry leaders deserve our community's acknowledgment and appreciation.

Winners will be announced during the virtual Liberty Ball on Thursday, June 24, 2021.

Vanguard of the Year

Marketer of the Year

The Rising Star

Mary Findlen Scholarship Grant

Your Information

Name:

Email:

Phone:

Nominee's Information

Name:

Email:

Phone:

Firm Name:

Firm Address:

SMPS Member No:

Submission Deadline:

04 / 30 / 21