



OFFICIAL COMPETITION RULES

BACKGROUND

The National Association for Multi-ethnicity in Communications (NAMIC) Excellence in Multicultural Marketing Awards (EMMA) is comprised of two elements:

- 1) **Case Studies/Campaigns** for efforts to acquire and retain culturally diverse customers through integrated, multi-platform marketing, operational, community and public relations, and/or diversity awareness.
- 2) **Marketing Tactics** in the categories of direct mail, diversity awareness, digital, experiential marketing, grassroots, out of home, premium, print, over-the-top subscription services, radio, social media, television, and all other media. Each type of tactic will be judged as a separate category.

Each element will have ~~three~~ three divisions of competition:

Division I – Media Content Creators and Distributors

The category is open to all operators at the corporate, division, region or system level; marketing co-ops; agencies; broadband distributors; or over the top subscription services.

Division II – Networks and Communications Suppliers

The Networks and Industry Suppliers category includes but is not limited to terrestrial broadcasters, networks, content aggregators and providers, movie studios, independent production companies, agencies, technology companies, equipment developers and providers, consultants, over the top subscription services and other suppliers to the communications industry.

Division III – Other

Advertising and Marketing companies submitting Case Studies/Campaigns or Marketing Tactics created for Media Content Distributors, Networks or Communication suppliers.

ELIGIBILITY

We invite you to submit marketing efforts that were first used, published or aired between **June 1, 2015 and May 31, 2016**.

ENTRY FEES

There is a non-refundable fee of \$350 for each entry. One may enter the same ad/campaign in more than one category; however each entry will be charged \$350.

JUDGING

COMPLETED ENTRIES MUST BE RECEIVED BY NAMIC BY 11:59 PM EDT ON FRIDAY, JUNE 10, 2016. Incomplete entries or entries received late will not be judged. Please note entries will not be returned.

A panel of industry marketing experts chosen by NAMIC will evaluate all entries. The judges in each entry category will determine the number of winners. Since each entry is judged against a standard of excellence and not against other entries, there may not be a winner in every category.

Winners will be acknowledged at the 30th Annual NAMIC Conference, scheduled for September 20 - 21 at the New York Marriott Marquis in New York, NY. Select winning entries will be profiled in CableFAX: The Magazine. Winners will also be recognized on the winners section of this site, namic.com, NAMIC's Facebook, LinkedIn, and Instagram and Twitter pages.

The quantitative and/or qualitative results information will solely be viewed by the judges and not shared publicly as part of the EMMA awards presentation

CASE STUDIES / CAMPAIGNS CATEGORY

Case Studies/Campaigns awards recognize efforts in integrated, multi-platform marketing, operational, community, public relations and diversity awareness efforts to acquire and retain culturally diverse customers, talent, and business and community partners.

We invite you to submit integrated marketing efforts that were first used between June 1, 2015 and May 31, 2016.

This is a case study competition, and entries will be evaluated based on strategy development, implementation and analysis of results. Valid entries might include, but are not limited to: Promotional campaigns, programming/tier launches, ad sales, community/public relations initiatives, diversity awareness campaigns, retail or media tie-ins, segmentation efforts, on-air tactics, packaging concepts, employee incentives, grassroots, operational improvement efforts or other innovative approaches to multicultural marketing.

The prospects targeted for an entry must include one or more cultural segment, including, but not limited to: African American, Asian, Hispanic and LGBT markets.

You may pull one element from a case study / campaign entry and re-enter it separately in the marketing tactics category under the appropriate single medium.

MARKETING TACTICS CATEGORY

Awards in this category will recognize excellence in developing individual tactics for ethnic-targeted marketing.

We invite you to submit marketing materials that were first used between June 1, 2015 and May 31, 2016.

Categories include:

- ~~Digital (includes mobile, websites, online ads, and podcasts)~~
- Direct Mail
- Diversity Awareness
- ~~Digital (includes mobile, websites, online ads, and podcasts)~~
- Experiential Marketing (“live” marketing with which the audience directly interacts with the product)
- Grassroots
- Out of Home (bus wraps, billboards, etc.)
- OTT/Streaming Services (over-the top subscription services)
- Premium
- Print
- Radio
- Social Media (includes blogs, social networking and promotions)
- Television
- All Other Media (includes kits)

SUBMISSION PREPARATION AND REQUIREMENTS

CASE STUDIES/CAMPAIGNS:

MARKETING TACTICS:

Preparing Your Entry

For each entry, **please submit an outline (750 words or less)** that includes ALL of the following:

For each entry, **please submit a strategy statement (125 words or less)** that includes ALL of the following:

- **Background** – What challenge/ problem did you identify? What part did primary or secondary research play in the identification?

- Specific goals
- Target audience
- Results

Entries that do not include results will not be judged.

- **Strategy** – What new and innovative strategic plan did you develop to tackle your challenge?
- **Objectives** – What specific targets were set for this marketing or operational activity?
- **Tactics** – List tactics and, if appropriate, submit creative/support materials.
- **Results** – Please share specific quantitative and qualitative outcomes. Include an explanation of how your results can be duplicated and/or scaled.

Entries that do not include results will not be judged.

What To Submit

CASE STUDIES/CAMPAIGNS:

Outline (see “Preparing Your Entry” above)

OPTIONAL: Entrants may submit charts of results and creative/support materials, although these are not required.

Acceptable Formats:

- JPEG
- PNG
- GIF
- PDF
- MP3
- MP4
- M4V
- QT
- MOV
- WMV
- Total file size must not exceed 500 MB

Upload limit: maximum of 10 files

Please note, only the first 10 minutes of video submissions will be viewed.

Non-English submissions must be translated. If they are not, they will be disqualified.

MARKETING TACTICS:

Strategy Statement (see “Preparing Your Entry” above), PLUS

All tactic-specific materials (see below).

- Direct Mail: Visual representations of mailpiece
- Diversity Awareness: Visual representations of support materials
- Digital: Screen shot(s) and link(s)
- Experiential Marketing: Photographs or video
- Grassroots: Flyers, ads, tip sheets, etc.
- Out of Home: Photographs of the signage
- OTT/Streaming: Video and audio samples
- Premium: Submit 3 samples
- Print: Ad(s)
- Radio: Spot(s)
- Social Media: Screen shots(s) and link(s)
- Television: :30 or :60 Spot(s)
- All Other Media: Samples of creative or other visual representations

Formatted: Indent: Left: 0.25", No bullets or numbering

All materials must be submitted in digital format with the exception of “Premium”.

Please send materials for "Premium" submissions to:
NAMIC
Attention: EMMA
50 Broad Street, Suite 1801
New York, NY 10004

Acceptable Digital Formats:

- JPEG
- PNG
- GIF
- PDF
- MP3
- MP4
- M4V
- QT
- MOV
- WMV
- Total file size must not exceed 500 MB

Upload limit: maximum of ~~five (5)~~10 files

Please note, only the first 10 minutes of video submissions will be viewed.

Non-English submissions must be translated. If they are not, they will be disqualified.

CASE STUDIES/CAMPAIGNS:

Evaluation Criteria

Evaluation will be primarily based on assessment of strategy, implementation and results. The emphasis is on documented results – this is a case study, not a creative competition. Entry should contain a minimum of two different integrated media.

MARKETING TACTICS:

Entries will be evaluated on:

- Sound or innovative strategy
- Strength of creative execution against the strategy
- Results and how they can be duplicated and/or scaled

All entries and materials submitted will not be returned or acknowledged. Except where prohibited by law, entry submission grants NAMIC and CableFAX: The Magazine the right in perpetuity to reproduce, publish, use, edit, adjust, and modify the entry in any way, in any and all media, without limitation and without compensation to entrant. NAMIC and CableFAX: The Magazine may publish an entry submitted by any entrant. If an entry is selected for publishing, it does not create a confidential relationship between the entrant and NAMIC, CableFAX: The Magazine or any of their respective affiliates or subsidiaries.

