



2017
BRODERSON
AWARDS

Visual Assets and Print Advertising

Include 1 – 5 image assets as a .pdf .png or .jpeg (PDFs preferred -- 40mb MAX per file), may be accompanied by up to 150 words of description.

Annual Reports, Brochures and Corporate Collateral – Assets created for education, outreach or awareness for a client, event, cause or campaign. Should represent real world work and may include descriptive paragraph underscoring the strategy or inspiration behind the execution.

Corporate or Brand Identity – Visual assets created to represent a corporation or brand. Work submitted can include logos, brand standards manuals or other visual assets and up to 150 words describing strategy and inspiration behind execution.

Illustration (Advertising/Design use) – Any illustration used in the context of an advertisement or collateral piece. The artwork must contribute to the concept of the design, supporting the objective of the piece. Entry submissions should include each illustration in its entirety along with an image of the end usage.

Logos & Marks – Consumer, trade or B2B logotypes, logos and trademarks as graphic design elements prior to any applications. Letterheads, etc., that indicate application must be entered in the Corporate Identity category. Can include up to 150 words of descriptive text.

Package Design – Single packages and product lines accepted. Please submit as a single PDF or up to five images in a line. Can include up to 150 words of descriptive text.

Photography (Advertising/Design use) – Any photography used in the context of an advertisement or collateral piece. The photo(s) must contribute to the concept of the design, supporting the objective of the piece. Entry submissions should include the photo in its entirety along with an image of the end usage. Can include up to 150 words of descriptive text as to the value of photography to the eventual use.

Poster Design – Promotional poster or banner design created for promotion of a client, event, cause or campaign. Should represent real world work and may include descriptive paragraph underscoring the strategy or inspiration behind the execution.

Print (Large Format / Billboard) – Can include a single creative execution or up to five examples from a campaign. Can include up to 150 words of descriptive text.

Print Ad (full page) – Can include a single creative execution or up to five examples from a campaign. Can include up to 150 words of descriptive text.

Print Ad (small space) – Can include a single creative execution or up to five examples from a campaign. Can include up to 150 words of descriptive text.



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Other

Include 1 – 5 image assets as a .pdf .png or .jpeg (PDFs preferred -- 40mb MAX per file), may be accompanied by up to 150 words of description.

PSA Campaign – Advertising or marketing work created for the purpose of promoting a cause or public good. Entries can include print, broadcast or digital work with up to five submissions allowed per campaign. Can include up to 150 words of descriptive text.

Self-Promotion – Any ad or collateral piece used for the purpose of self-promotion. Can include up to 150 words of descriptive text.

Pitched but Ditched – Advertising or marketing work that you loved, but that didn't make the real world cut. Entries should not have received placement in any form and can include up to 150 words of descriptive text.

Experiential – Event or live marketing activity creating interaction between customer and brand. For this category, entrants may include photos and or video and supporting language describing the work of up to 150 words.

Integrated Marketing Campaign – Advertising and marketing work that integrates multiple mediums, channels or activities to relay a message, create brand awareness or drive a result. For this category, entrants may include a video explanation or description of strategy and results and up to five examples of the campaign.

Student Work – Free to enter. Award entry must be submitted by a student currently enrolled in an educational program, and should not have been created as a paid project for a client or business. Award may represent any type of advertising or marketing creative, but must be submitted as a PDF. (For packaging design or other three dimensional elements, please submit photography of the piece in a PDF format.) All entries will be submitted for scholarship consideration, five total scholarships will be awarded at the April 2017 event.

The Cumberland Award – Awarded to the Maine-based freelancer (or creative team) who has produced outstanding creative for a Maine-based client on a shoestring budget. Requirements: Submissions can include a single creative execution across multiple channels or up to five varied examples from a single campaign. The maximum production budget may not exceed \$5,000 and any work submitted must have been produced and delivered within the last three years. Creative work may not be submitted if associated with an agency of more than 5 persons. **To champion the creative spirit of Maine, the entry fee for this category will be waived.** Award may represent any type of advertising or marketing creative, but must be submitted as a PDF. (For packaging design or other three dimensional elements, please submit photography of the piece in a PDF format.) Entrants may include a video explanation or supporting document describing strategy and results.



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Broadcast

Include 1 – 5 assets as .mp3 .mp4 or .mov (40mb MAX per file), may be accompanied by up to 150 words of description and PDF, .png or .jpeg assets as needed.

Radio Campaign or Spot – 15, 30 or 60-second spot or spots that promote the same product or service. Includes individual commercials, of any length, produced by and/or for radio stations. Can include up to 150 words of descriptive text.

TV Campaign or Spot – Individual 15, 30 or 60-second spots that seek to sell a tangible product or products these include commercials for retail stores, restaurants, auto dealers, manufacturers, etc. Includes individual commercials, of any length, produced by and/or for television stations. Can include up to 150 words of descriptive text.

Digital

Include 1 – 5 assets as a PDF, .png .jpeg .mp4 or .mov (PDFs preferred — 40mb MAX per file), may be accompanied by up to 150 words of description and PDF, .png or .jpeg assets as needed. For websites or apps, include URL, login information for password-protected sites, and up to five screen grabs in PDF or JPEG format.

Social Media (Paid) – Paid social media advertising, which received paid placement, boosts, paid social media influencers or paid “native” content advertising on social media channels. Generally intended to support brand, cause or product awareness, lead generation, sales or similar objectives. Can include a single creative execution or up to five examples from a campaign.

Social Media (Organic) – Social media programs that did not receive paid placement or a budget, and received only organic reach. Generally intended to support community-building, engagement, brand, cause or product awareness or similar objectives. Includes crowdsourced, hashtag or social movement campaigns, user generated content campaigns, influencer campaigns and other similar activations. Can include a single creative execution or up to five examples from a campaign.

Social Media Integrated or Multi-Platform campaign – Can include a single creative execution across multiple channels or up to five varied examples from a single campaign. This category is for social media campaigns that cross multiple channels or platforms and may include a mix of both paid and organic elements.

Digital Ads: Banners – Interactive and/or creative use of online ads, including clickable banners, floating ads, etc. Can include up to 150 words of descriptive text.

Email – Email marketing campaigns or single use HTML for the purposes of promoting a product, service or organization. Please submit as a PDF or up to five example images for the purposes of judging. Can include up to 150 words of descriptive text as to the purpose, audience and creative elements of the email.



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Digital Video – Viral, pre-roll, post-roll or long format content. Should include creative of any length that was produced for use online. Can include up to 150 words of descriptive text.

Digital Interactive and/or Rich Media – Promotional elements or digital ads that include an interactive or rich media experience. Includes in-app, page takeovers or other interactive elements. Can include up to 150 words of descriptive text.

E-Commerce Website – Any website produced for a business or corporation intended for the purchase and sale of products. Any category where your entry itself is interactive or contains interactive content, you will need to provide a URL link to the website, mobile application or game.

Password information must be provided for password protected sites. Please include a maximum of five screen grabs (JPG or as a PDF). These will be used for the winning entries at the show, and as a backup for judging if there are problems with your URL.

Lead Generation Website – Any website produced for a business or corporation intended to communicate a service and for the collection of contact information. Any category where your entry itself is interactive or contains interactive content, you will need to provide a URL link to the website, mobile application or game.

Password information must be provided for password protected sites. Please include a maximum of five screen grabs (JPG or as a PDF). These will be used for the winning entries at the show, and as a backup for judging if there are problems with your URL.

Non-Profit/Cause Driven Website – Any website produced for a non-profit or corporation intended for the promotion of a cause, movement or collection of donations. Any category where your entry itself is interactive or contains interactive content, you will need to provide a URL link to the website, mobile application or game.

Password information must be provided for password protected sites. Please include a maximum of five screen grabs (JPG or as a PDF). These will be used for the winning entries at the show, and as a backup for judging if there are problems with your URL.

Mobile Experience (site or app) – Any website or application produced for mobile, Any category where your entry itself is interactive or contains interactive content, you will need to provide a URL link to the website, mobile application or game.

Password information must be provided for password protected sites. Please include a maximum of five screen grabs (JPG or as a PDF). These will be used for the winning entries at the show, and as a backup for judging if there are problems with your URL.