

# ENTRY FORM

**CATEGORY:** Municipal Marketing Campaign

**CATEGORY DESCRIPTION:** Complete suite of materials developed for a new product, service or branding initiative (three or more pieces with a common theme).

**SUPPORTING DOCUMENTATION SUGGESTIONS:** Press releases, photos/graphics, design concepts, photos of promotional items, videos, analytics, budgets, evaluation forms, results, etc.

<b>ENTRY TITLE</b>	
<b>JURISDICTION</b>	
<b>POPULATION</b>	

What are the goals and objectives of the campaign (include target audience)?

Describe the strategy used for this campaign (include which outlets/platforms utilized).

Describe the supporting documentation submitted with this entry.

What is new, innovative or creative about this campaign?

Was the campaign successful (include your evaluation process and metrics)?

Describe how cost-effective the campaign was.