

# OUTSTANDING AWARDS



## ENTRY FORM

**CATEGORY:** Best Marketing Campaign (10,001 or more population)

**CATEGORY DESCRIPTION:** Suite of materials developed for a product, service or branding initiative (up to three pieces with a common theme). Videos must not exceed five minutes. The content of print and digital materials should be centered on the campaign content. (For example, if a campaign ad appears in a magazine, include only the ad content with your submission.)

**SUPPORTING DOCUMENTATION SUGGESTIONS:** Print, video, digital or social media.

ENTRY TITLE	
JURISDICTION	
POPULATION	
SOCIAL MEDIA	

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

Describe the supporting documentation submitted with this entry.

What is new, innovative or creative about this campaign?

Describe how the campaign was successful. (Include your evaluation process and metrics.)