



2019 Excellence in Sales and Marketing Awards

Eligibility and Entry Requirements

Who Can Enter

The LeadingAge Washington Sales and Marketing Awards Program is a recognition program for Sales and Marketing Programs that are part of LeadingAge Washington communities. The person submitting the award must be a paid staff member at a LeadingAge Washington member community, not a consultant, volunteer, family member, etc. The community could have worked with a consultant on the ad, project or event, but the community must write and enter the award.

How To Submit

All entries must be submitted **ON LINE** to Pat Sylvia at <https://leadingagewa.org/membership/recognition/sales-marketing/>. Supporting documents can either be submitted via Drop Box or if under 4MB can be emailed to Pat at psylvia@leadingagewa.org. You also have the option of mailing your clearly marked supporting materials to Pat at LeadingAge Washington, 1102 Broadway, #201, Tacoma, WA 98402. Hard copies will not be returned. Each entry must include:

1. **Complete the on-line application form**
2. **Entry Submission** – For the on-line entry form, all five categories (fill in fields) must be filled in. **This is the most important element of your entry, and entries tend to have better chances of winning an award when evaluation against initial objectives can be measured.** Resubmissions of previous non-awarding winning entries are allowed. *You MUST FOLLOW ENTRY GUIDELINES AND REQUIREMENTS to be considered for an award.*
3. **Supporting Materials**
4. **100 Word Entry Summary (a fill in field on the application)**
5. **Jpg of the Community Logo and 2 jpgs that represent your award entry**

Multiple Entries

You may submit as many award entries as you'd like. You may also segment an overall marketing campaign and enter it into multiple categories, providing you write an entry for each specific category. For instance, you could pull out the advertising for a specific event and enter it under the Advertising category as well as the Event category.

Deadline

All entries must be submitted for judging by Monday, March 11, 2019. (Received or Postmarked by)

Entry Fees and Permissions

There are no fees for entries. LeadingAge Washington has the right to use images and wording from any entry for promotional purposes. This will only be for the exclusive use of LeadingAge Washington.

Eligibility

Your program must have been implemented in 2017 and/or 2018. If your program is ongoing, extending beyond the eligibility period, you may only include the elements actually used during the eligibility period unless specified otherwise.

Award Presentation

The awards will be presented at the LeadingAge Washington Annual Conference at the Semiahmoo Resort in Blaine, WA - June 11, 2019.

Timeline

1. March 11, 2019 – Entry Deadline - Received or Postmarked By
2. April 1, 2019 (week of) – Judge Entries
3. April 15, 2019 – Notify the Winners
4. June 11, 2019 – Award Presentation at the LeadingAge Washington Annual Conference

Award Categories

1. Print Advertising
2. Broadcast Advertising
3. Digital Marketing
4. Social Media Marketing
5. Marketing Event to Drive Sales/Occupancy
6. Social Accountability/Community Outreach Event, Program or Initiative
7. Public Relations
8. Integrated Marketing
9. Judges Innovation Award (Non-Entry – judges select from entries submitted from above categories)

To try and level the playing field for communities with marketing budgets of \$50,000 or less, we have added the “Shoestring Award.” The \$50,000 or less is NOT per ad campaign but represents the total ANNUAL marketing budget for the community. All the entries will be judged equally so every community has the chance to win a Gold or Silver Award, however if your idea and results were terrific but you just didn’t have the budget for top notch graphics, a large media buy, etc, you would be eligible to win a Shoestring Award.

If you are a small budget community, please make sure to check the “Small Marketing Budget” category on the Entry Form.

1. **Print Advertising**

A strategic communication advertising your community to its target market(s) using any form of print media including newspaper, direct mail, magazines, etc. You may also enter just the print advertising components of a sales or marketing event.

2. **Broadcast Advertising**

A strategic communication advertising your community to its target market(s) using television and radio. You may also enter just the broadcast advertising components of a sales or marketing event.

3. **Digital Marketing**

Digital Marketing (which includes Online/Internet marketing) is one aspect of marketing where you focus on Screens (Smart Phones, Smart TVs, Tablets, Computers) and strategies to engage audience for brand communication on digital screens. This form of marketing provides a large platform for analyzing the behavior of the target client and to understand how to better target them in the future.

Your digital marketing entries can include email marketing, databases segmentation, drip campaigns, wireless text messaging, web feed, blog, streaming media, SEO (search engine optimization), SEM (search engine marketing), paid search advertising, digital advertising (including search and display), video marketing, mobile marketing (smart phones, tablets, smart TVs), mobile instant messaging, mobile apps, content marketing, electronic billboards, digital television and radio channels, influencer marketing, content automation and podcasting.

4. **Social Media Marketing**

Social media is so much more than sharing with family and friends. It’s a tool for engagement that in the business world allows an organization to really forge relationships with potential customers. Social media marketing is the process of promoting a product or service through the various social media channels. It’s a way to tell your story. In general there are two ways to perform a social media marketing campaign. The first way is free and has to do with building followers, fans or connections by sharing useful content, running contests and generally engaging with your users. The second way is through paid advertising on social media sites.

Entries will include strategic programs and plans that include one or a combination of social media platforms to achieve brand and marketing communication goals for a community: Facebook, Twitter, Google+, Pinterest, Instagram, Tumblr, LinkedIn, StumbleUpon and YouTube.

5. Marketing Event to Drive Sales/Occupancy

Programs or events intended to generate customer traffic and directly impact sales (admissions). Programs such as sales events, sales programs, grand openings, expansions or renovations can be included. Entries may also include event marketing designed to generate publicity, market awareness and customer traffic. Entries in this category must document specific and measurable results attributable to the program or effort and should demonstrate return on investment.

6. Social Accountability/Community Outreach Event, Program or Initiative

A planned social accountability event, program or initiative intended to benefit the needs of families and older adults who live outside the walls of your senior living community. Your organization was founded to meet a need in your community. You have met the needs of your residents, most likely for decades. As you identify additional needs for older adults in your geographic area, however, your mission should be guiding you to create new services and programs, and to deliver those services to people who live outside your walls.

The design of your organization's social accountability program will depend on the needs of your community. What have you done as a community to help your surrounding community: Is it health and safety programs, civil and human rights or betterment of the community?

7. Public Relations

The aim of public relations by a company often is to promote or enhance a company's reputation and/or persuade the public, investors, partners, employees and other stakeholders to maintain a certain point of view about it, its leadership, products, or of political decisions. It's the practice of conveying messages to the public through the media on behalf of a client, with the intention of changing the public's actions by influencing their opinions. It is the art of creating goodwill about the company among the public through non-paid forms of communications. It also includes programs undertaken to deal with an unplanned event that required an immediate response, or programs undertaken to deal with issues that could extraordinarily affect ongoing business strategy.

PR vs. Advertising. Unlike advertising which is about getting consumers or businesses to buy a company's products or services, public relations is managing how a company is depicted in the news, making sure the company has a good public image in the community. That might include press releases about changes at the business, arranging for an executive to speak at a major industry conference, coordinating a sponsorship of a community event, news releases, working with the press, employee communication, online and offline campaigns. In short, public relations is building credibility rather than sales.

8. Integrated Marketing

Integrated marketing is a holistic, comprehensive marketing program including a combination of advertising media plus event and PR strategies. An integrated marketing campaign stresses the importance of a consistent, seamless, multi-dimensional brand experience for the consumer. This means that each branding effort – across television, radio, print, direct mail, social media, mobile strategies, Internet, online advertising, public relations, personal selling, sales promotion, company culture, events, promotions, trade show booths, billboards, emails, collaterals, uniforms, website, blogs, text messaging, e-newsletters and inperson (physical presence and customer service)– is well coordinated. Each element reinforces each other; provides clarity, consistency and maximum communication impact; and is presented in a similar style that reinforces the brand's ultimate message. By effectively leveraging each communication channel greater impact can be achieved together than achieved individually.

When reviewing campaigns look for a clear, consistent message and a consistent look and feel across all forms of communications, a focus on customer needs AND a company culture that is totally in sync with all of these elements. Is the whole really greater than the sum of its parts? In integrated marketing practice, the answer is undoubtedly yes. Your entry in this category must include several (and a combination of) elements whether it be advertising, events, PR, social and/or digital.

9. Judges Innovation Award

Each year this award will be awarded at the judge's discretion.

Judging Procedure and Scoring

LeadingAge Washington Sales and Marketing Awards Committee will review and jury all entries to confirm eligibility and ensure they meet a minimum standard for judging. The committee may reclassify or re-categorize entries and delete elements that do not meet entry requirements. Entries that differ substantially from the category guidelines detailed herein will be disqualified without prior notice to the entrant.

The LeadingAge Washington Sales and Marketing Award judges will be a group of leading industry experts, who will review eligible submissions and score them confidentially. Judges will not review entries from their own companies or any entry that might constitute a conflict of interest. Judges review each entry according to specific criteria and award points accordingly.

Each Gold and Silver entry can earn a maximum cumulative score of 60 points. The high score and low score are factored out and the remaining scores are averaged. An average score of 48 or more is required for a Gold Award and an average score of 36 or more is required for a Silver Award. The Shoestring Awards will be determined at the discretion of the judges.

Scoring criteria for all categories

TOTAL POTENTIAL SCORE OF 60

SITUATION AND MARKETING OBJECTIVES (UP TO 10 POINTS)

This fundamental area addresses the appropriate use of research, formulation of overall marketing rationale and the ability to realistically achieve stated measurable objectives. The judges ask the following when assigning a score:

- Were situation and marketing objectives based on strategic insights and facts, rather than opinion?
- Did the entrant directly address the situation?
- Was a clear problem or opportunity identified and realistically addressed?
- Did objectives appear capable of addressing the situation as outlined?
- Were efforts business-based, i.e. owner's interests considered?
- Are objectives specific and time-based?
- Can objectives be measured quantitatively? If not, can qualitative goals be objectively measured?

ACTION (UP TO 10 POINTS)

This area explains the actions you took to implement the program, etc. and measures the degree to which the program supported its original objectives and the level of competence and proficiency demonstrate in execution. The judges will ask questions like these when assigning a score:

- Were the actions appropriate to the stated objectives?
- Was a high level of competence and professionalism exhibited in the actions?
- Did the entry properly document all the claims made, i.e. was it believable?
- Did the materials and documentation appropriately provide evidence of the results?

CREATIVITY (UP TO 10 POINTS)

Creativity relates to developing an original concept or devising an innovative approach to a familiar program or marketing effort. The Judges evaluate creativity by asking the following questions:

- What was the big idea that considerably improved the program delivery or message?
- Was it attention-getting or ground-breaking?
- Did the solution maximize the opportunity to succeed?
- Did the actions enhance the creative message and capitalize on the media selected?
- What obstacles or difficulties were overcome in terms of size, scope, budget limitations, etc.?

RESULTS (UP TO 20 POINTS)

The results reveal how competently the program's actions were measured, documented and reported, and the degree to which they supported the program's stated objectives. Judges will ask questions like these when assigning a score:

- Was strong detail provided in results documentation?
- Did the results relate to original objectives?
- Are the results credible?
- How was the organization impacted?
- Were the organization's interests well-served?
- Is this entry worthy of emulation by the rest of the industry?

BUDGET AND RESULTING COST EFFECTIVENESS (UP TO 10 POINTS)

Budget evaluation is essential to proper allocation of resources within the overall marketing plan. Cost effectiveness evaluates the appropriateness with which organization's funds were spent in achieving stated objectives. Essentially, were the right resources invested in the right efforts to generate the best possible results? The judges will ask questions like these when assigning a score:

- Did the amount spent appear to be a wise use of funds?
- Did the results obtained merit the expense?
- Was creativity and resourcefulness shown in budgeting without compromising quality and ability to get results?
- Did the efforts generate maximum impact of every dollar spent?

GENERAL INFORMATION

HOW TO ENTER

All entries must be submitted ON LINE to Pat Sylvia at <https://leadingagewa.org/membership/recognition/sales-marketing/>. Supporting documents can either be submitted via Drop Box or if under 4MB can be emailed to Pat at psylvia@leadingagewa.org. You also have the option of mailing your clearly marked supporting materials to Pat at LeadingAge Washington, 1102 Broadway, #201, Tacoma, WA 98402. **The Entry Submission (Situation, Action, Creativity, Results, Budget and Cost Effectiveness) is the most important element of your entry, and entries tend to have better chances of winning an award when evaluation against initial objectives can be measured.** Resubmissions of previous non-awarding winning entries are allowed. **Please follow the on-line entry format. Every fill in field MUST be completed to be considered for an award.** You must submit a separate entry for each award. Please read this information carefully before you begin your entry preparation, so you can resolve any questions in advance.

1 - Application

Fill out the on-line application at <https://leadingagewa.org/membership/recognition/sales-marketing>

2 – Entry Submission

Fill in all five sections (500 words max per section) plus the 100-word entry summary. The entry submission is essentially the marketing plan and results for the entry. **Each of the areas below must be completed in the on-line form. The summary is the most important element of your entry, and entries tend to have better chances of winning an award when evaluation against initial objectives can be measured.**

SITUATION AND MARKETING OBJECTIVES

Background information on what inspired you to create and implement the ad, event, website, social media program, etc. Discuss unique problems or opportunities that influence your goals, strategies and tactics.

ACTION

Give a detailed description of the “Action” (something performed or done) that took place based on the situation at your community or organization.

CREATIVITY

Give a summary of why your ad, website, social media, event collaboration, etc. was creative or innovative. What was your creative rationale? What was distinguishable about it and give what action was the result of the creativity?

RESULTS

Results should be specific and quantitative. Show documented facts resulting from the implementation. Post traffic and/or sales gains and include the period of measurement.

BUDGET AND RESULTING COST EFFECTIVENESS

Include a detailed list of dollars spent to implement your plan. All expenses must be included. This should include all production costs, media, labor costs, fees, services and incidentals. List donated expenses or “gifts in kind” separately, and do not include with actual expense totals. Explanation should accompany any unusual cost savings or efficiencies. For joint campaigns or projects, indicate costs for each participant. Sponsorship funds received should not be subtracted from total expenses but shown separately. Please include all creative fees and agency retainers in your expense summary. If you do not know your budget, please state this clearly.

100 WORD SUMMARY

Please fill out the 100 word summary of your entry and results for possible use in the award presentation and publications.

3 – Supporting Materials (no more than 20 pages)

Supply any detailed supporting materials referenced in the situation, action, creativity, results and budget portion of your summary including images, videos, audio, etc.

If submitting supporting materials online: you can upload to the provided Drop Box or email up to 4MB to Pat Sylvia. Be sure to include your name and the name of your entry.

If submitting supporting materials via mail: hard copies of images, ads, brochures, etc. as well as videos and audio on a thumb drive can be mailed to Pat. Be sure to include your name and the name of your entry.

4 – Jpg of your community logo



Excellence in Sales and Marketing Awards Application Form

Your Name: _____

Your Title: _____

Your Community: _____

Please select which category this entry is for (only check 1 category)

Print Advertising

Broadcast Advertising

Digital Marketing

Social Media Marketing

Marketing Event to Drive Sales/Occupancy

Social Accountability/Community Outreach Event, Program or Initiative

Public Relations

Integrated Marketing

Small Budget Community

Company Information

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Entries must be postmarked or received by Monday, March 11, 2019

Must submit entry on-line plus hand-deliver or mail your hard copy entry to:

Pat Sylvia
LeadingAge Washington
1102 Broadway, #201, Tacoma, WA 98402

Questions: Please contact Pat Sylvia. (360) 556-5446 or email: psylvia@leadingagewa.org