

Entry Procedures and Overview

2008 PMA Custom Photo Gift Promotion Competition



The objective of the PMA Custom Photo Gift Promotion Competition is to honor the innovation, creativity, and results of members' promotions. The competition will recognize outstanding advertising and promotion of custom photo gifts to consumers. For the purposes of this competition, Custom Photo Gifts refers to personalized photo gifts, such as greeting cards, photo blankets, photo calendars, and other similar personalized photo gifts. The campaign could include an integrated approach promoting the entire portfolio of custom photo gifting options or specific targeted focus on one. **Promotions intended to market business to business are ineligible.**

It is recommended that entries evidence an effort to promote custom photo gifts in some manner that stresses the emotional, social, creative, or utilitarian benefits of the product. Entries that focus strictly on product features, price, speed of service, size, and/or quantity of product delivered or benefits unrelated to custom photo gifts are not usually competitive in an event of this type.

Entry Guidelines:

Entries must conform to the guidelines below regarding composition and presentation for judging.

Composition:

- Two campaigns per firm are allowed. A campaign consisting of a series of messages counts as one (1) entry. A campaign example must contain between three (3) to seven (7) elements. If a campaign features more than seven (7) elements, it is the responsibility of the entrant to select only seven (7) elements that most impressively represent the campaign.
- Entries must consist of actual, unaltered examples of the promotion as it was presented in the marketplace. Preproduction materials (such as agency mock-ups, printer color proofs, etc.) are not acceptable. Photocopies or computer/printer outputs are ineligible unless they constitute the original media by which the material was presented to consumers. Radio and television materials should be duplicates of the original recordings. Do not send master tapes. Website entries should include home page URL, printed copy of home page, and the promotion pages/links.
- Products, price lists, instruction manuals, record-keeping forms, customer letters or testimonials, and other items that were not part of the actual promotion should not be included with the entry. Also, entrants should not create displays or inject other cosmetics of presentation into their entries. (See Presentation Guidelines.)

Presentation Guidelines:

- Campaign examples of three (3) to seven (7) elements should be aggregately packaged in some manner (e.g., in an envelope, box, or notebook). This procedure is required so that such examples can be readily perceived/judged as being multiple-element campaigns.
- Label each entry. Please place one Entry Label on the back of each entry and each piece of a campaign.
- Entry Form: Two copies of a fully completed Entry Form must be included with each entry submitted and received by PMA® by January 19, 2009. Entrant must sign and date Entry Form. Such signature and dating constitutes acceptance of all the provisions stated in the Official Rules and Procedures of the 2008 PMA Custom Photo Gift Promotion Competition. First-round winners will be notified on or before February 9, 2009.
- Statement of Planning and Results: The Statement of Planning and Results Form must be submitted by each of the four (4) first-round winners. Supplier members are not eligible for the grand prize. The forms are due at PMA headquarters by February 23, 2009. The forms will be used by the judges to understand the contestant's goals/objectives for the campaign and detail the results achieved.

- **Radio/Television:** Each radio example should be submitted on a single audiocassette, CD, or DVD in a standard digital audio format such as MP3, QuickTime, .wav, etc. Each television example should be submitted on a single VHS/NTSC-format videocassette or DVD in a standard digital video format such as MPEG, MP4, .mov, etc. The number of spots should be clearly indicated on the Entry Label, along with the entry code, and be included in the aggregate packaging described above (see campaign examples).

Special Note: Entrants should check radio and television entries to be certain they have been cleanly duplicated and are technically presentable.

- **Blogs/Website/Social networking sites:** Entry must consist of website address (URL), printed copy of the page, and the promotion pages/links. Include relevant hot links on your site for items. Load the relevant web pages onto a CD for judging purposes. Judges will evaluate the home page and three (3) randomly selected site pages/links (five [5] minutes).

Classifications:

Entrants must self-classify each entry into one of the following categories. The category must match the firm's PMA member class.

Trade Members

- \$0 - \$300,000 annual sales
- \$301,000 - \$750,000 annual sales
- \$751,000 - \$1.5 million annual sales
- \$1.5 million or more annual sales

Co-Operating Members (all sales volumes)

- Suppliers/Manufacturers

Number of Entries:

A firm may submit up to two (2) campaigns. However, for the first round of judging, a firm is only eligible to win one cash prize regardless of the quantity of submitted entries. PMA reserves the right to reclassify entries that are in the incorrect category or combine categories if insufficient entries are received. Entries that are submitted with no classification indicated will be classified by PMA, at its discretion, based on the firm's membership category.

Such PMA classification shall not be subject to later challenge or change.

2008 PMA Custom Photo Gift Promotion Competition Official Entry Form



CLEARLY type or print all information.

Promotion Title (as entered on entry label) _____

Date of First Use _____

Number of Components: _____ (must be three [3] to a maximum of seven [7])

Medium

Select all that apply for campaign(s)

Print Advertising

- Consumer Publication
- Trade Publication
- Newspaper
- Supplemental Magazine/
Newspaper Insert
- Direct Mail
- Brochure/Book/Annual Report
- Other (Specialty Advertising/
POP, etc.)

Outdoor Advertising

- Transit Ad
- Billboard
- Other _____

Television

- VHS
- CD
- DVD

Radio

- Cassette
- CD

Internet/Interactive Media (provide all three items)

- DVD/CD
- Printed 8.5" x 11" Screen Shot
- URL _____

Category of Entry

(check only one)

Trade Members:

(should match PMA membership category)

- \$0 - \$300,000 annual sales
- \$301,000 - \$750,000 annual sales
- \$751,000 - \$1.5 million annual sales
- \$1.5 million or more annual sales

Co-Operating Members

(all sales volumes)

- Supplier/Manufacturer

Contestant Information:

Name _____

Title _____

Company _____

Street Address _____

City _____ State/Province _____

ZIP/Postal Code _____ Country _____

Telephone Number _____ Fax Number _____

Email Address _____ Website _____

I accept that should this entry fail to conform to any of the rules and procedures, it may be subject to disqualification at the sole judgment and discretion of Photo Marketing Association International.

I also agree to the Official Rules as outlined and attest that I am the owner or authorized representative of the owner of this intellectual property. I release Photo Marketing Association International and its officers, agents, employees, and affiliates ("PMA") from liability arising out of or related to the 2008 Custom Photo Gift Promotion Competition.

Signature _____

Printed Name _____

Date _____