

## 2024 Sandie Awards Submission Form

### San Diego's Marketing Awards

Please complete this form in full and follow the submission guidelines at the end. For more information on the awards program, please visit [www.sandieawards.org](http://www.sandieawards.org). **Please resubmit this form for each campaign or piece of work you'd like to submit.**

#### A. Introduction

First Name	Last Name
Company (if agency is submitting, use agency name) _____	
Organizational Structure: Non-Profit or For-Profit	
Company Type: In-House   Agency   Other: _____   Number of Employees _____	
Campaign Name	
Street Address	
City	State
Zip	
Contact Name	
Contact Phone	
Contact Email	
Trophy Inscription	
Student   Yes or No	AMA Member   Yes or No

#### B. Categories

Below are the categories for the SANDIE awards. Please check the category in which you would like your entry judged. Please note the judging committee reserves the right to move your entry to the category that they feel is best aligned.

	Branding		Marketing Innovation (business/product/service)
	Cause Marketing/Non-Profit		Public Relations
	Content Marketing		SEO
	Digital Marketing Campaign: D2B or D2C		Social Media
	Diversity, Equity, & Inclusion		Video
	Event Marketing		Website: B2B or B2C
	Experiential Marketing		Student Projects: Individual or Group
	Influencer Marketing		- Marketing Research & Strategy
	Integrated Campaign		- Creative
			- Digital Marketing
	Marketer of the Year - Celebrates an individual San Diego marketer who, through their contributions of outstanding ideas, strategies, concepts, campaigns, and overall leadership has served as an inspiration for all marketers and a shining example of the very best of marketing professionalism and accomplishment in the past year. Nominate using 500 words or less.		Best of Show - This will be determined by the judging panel and announced at the Sandie Awards.

### C. Tell Us About Your Entry

**Campaign Splash Screen** — if your entry wins a Sandie Award, we will display a graphic on the big screen as you come on stage and accept your award (Video should be no longer than 30 seconds). Please submit a graphic or video with the imagery representing your campaign which you'd like displayed during that special moment. **This should be one of your attachments.** (Please see *Guidelines for Attachments below.*)

**1. Challenge and Objectives** (0-10 points) 500 words or less

What was the core, basic problem the entry needed to solve or address? What was/were the objective(s) to address the situation or challenge? This should be a specific, quantifiable statement. Judges will score on how clearly the challenge is stated and whether the objectives are sound, clear, and measurable.

**2. Strategy and Tactics** (0-25 points) 500 words or less

Describe the strategic process behind this project/initiative and what tactics or actions were taken to achieve the objectives. Judges will score how well the strategy and tactics relate to achieving the objectives.

**3. Results** (0-35 points) 500 words or less

How was the success of the entry evaluated? What were the results? What measurable results did this entry achieve? Did it achieve the entry's objective(s)? It's extremely important to describe the results in measurable terms to demonstrate the entry's objective(s) were achieved. Judges will score on how effective the entry was in producing results that directly tie into the objective(s).

**4. Campaign Elements** (0-30 points) 500 words or less

Include digital files of the work to be judged along with your entry. If your entry wins, a single image of your entry campaign elements will be displayed at the awards ceremony. Judges will score campaign elements and creative work of all digital files submitted.

**Guidelines for Attachments**

When including attachments, all files uploaded must be in one of the following formats: MS Word (.doc/.docx/.rtf), MPEG-4, QuickTime, PDF, .txt, MP3, and HTML. (Uploading .DVD format is also acceptable, but we cannot accept a physical DVD.) Uploaded examples and images are limited to 8.5" x 11". **Please keep file size under 5MB.**

**Including Links**

If you prefer to provide a live link to a website or to online materials, all items must be accessible to standard Web browsers from the date you submit your entry through August 1, 2024. Entries must include passwords for protected areas of any website submitted.