**Directions**

Please complete all of the online submission form below. You will complete a brief application form for each separate campaign or component that you are submitting for consideration. Individual marketing components can be submitted on their own, and can also be part of a campaign submission. All information submitted will be used for awards voting purposes. Provide as much information and detail as possible, all aspects of the strategy, process and collateral will be considered.

**Deadline**

All entries must be received **Friday, October 31 by 5:00pm** to be considered for NEFMA’s Best in Marketing awards.

**Eligibility**

The awards program is open to all banks, credit unions, agencies, and financial marketing service providers, operating and marketing within New England. Campaign and individual entries must have been in use in the 2013 or 2014 calendar years, but do not have to be created during this timeframe.

**Contact: \***

First: Last:

**Email: \***

**Phone Number: \***

**Address: \***

Street Address:

Address Line 2:

City: State / Province / Region:

Postal / Zip Code:

If you're a bank, please provide the contact information for the agency that created the campaign. If you're a agency, please provide the contact information for the bank that the campaign is for.

**Financial Institution or Agency: \***

**Campaign Name: \***

**Email: \***

**Phone Number: \***

**Address: \***

Street Address:

Address Line 2:

City: State / Province / Region:

Postal / Zip Code:

**Asset Size: \***

Under $500MM Over $500MM

**Please select one campaign or individual component for each submission.**

 Product – Loans

 Product – Deposits

 Product - Wealth Management

 Product – Services

 Image – Differentiation

 Image – Green

 Image – Local

 Image - Overall Brand

 Image - Core Values

 Community Service - Multi-Cultural

 Community Service – Youth

 Community Service – Development

 Expansion - Mergers & Acquisitions

 Expansion - New/Remodeled Branch

 Public Relations - Issue Based

 Public Relations - Image Based

 Individual Component - Actionable Offer

 Individual Component – Advertorial

 Individual Component – App

 Individual Component – Contest

 Individual Component - Publishing/Newsletter

 Individual Component - Direct Mail

 Individual Component - Give-Away

 Individual Component - Holiday/Seasonal

 Individual Component - Live Event

 Individual Component - Non-Traditional Medium

 Individual Component - Social Networking

 Individual Component - Outdoor Advertising

 Individual Component – Partnership

 Individual Component - Press Release

 Individual Component – Print

 Individual Component – Radio

 Individual Component – Sponsorship

 Individual Component – TV

 Individual Component – Video

 Individual Component – Webinar

 Individual Component - Website

**Questions**

*Please address all of the following topics (Suggested 250 per question or roughly 1200 words total):*

**Please tell us a little about the background of your campaign and how it came about.\*** *Maximum Allowed: 250 words.*

**Who was your target audience? \*** *Maximum Allowed: 250 words.*

**What was the objective of your item or campaign? \*** *Maximum Allowed: 250 words.*

**What was your strategy and eventual objectives? \*** *Maximum Allowed: 250 words.*

**Did you face any challenges? If so, how were they overcome? \*** *Maximum Allowed: 250 words.*

**Discuss what distinguishes your entry as a possible recipient for this award. \*** *Maximum Allowed: 250 words.*

**Is there additional information you would like to add that’s related to your entry?** *Maximum Allowed: 250 words.*

**File:** For any items that require mailing please send them to:

**The Warren Group**

Attn: NEFMA Best in Marketing

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