**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 an 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: (circle one)**

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.*

Please e-mail this form, along with all of your files in a zipped and compressed folder, to [nefmaawards@thewarrengroup.com](mailto:nefmaawards@thewarrengroup.com). For files that are too large to be delivered by standard e-mail (more than 10 MB), please go to [www.WeTransfer.com](http://www.WeTransfer.com) and use the service to deliver your message to the e-mail listed above.

For any items that require mailing please send them to:

**The Warren Group**

Attn: NEFMA Best in Marketing

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