

2012 mba Marketing Awards

We want to see your award-winning marketing campaigns and ideas. During the conference, your marketing efforts will be on display in the gallery near the breakout sessions.

The goal of this endeavor is two-fold. First, we want to show appreciation and offer accolades for excellent concept/graphic/presentation. Second, it will be a gallery where we can showcase our efforts and stir up interesting conversations among marketing directors and other bankers. Everyone is welcome to participate.

-Your MBA Marketing Committee

The rules are simple. We have six categories. You may enter one per category for a total of six submissions. Work must have been seen by the public between February 28, 2011, and February 28, 2012.

CATEGORIES:

1. DIRECT MAIL/PRINT

(Newspapers, magazines, books etc.)

2. BILLBOARD

3. FAVORITE ADVERTISING SPECIALTY

Bring a sample of the item and the collateral material.

4. WEB SITE

Screen shots of Web site, banner ads

5. SOCIAL MEDIA

Screen shots of blogs, social media

6. BROADCASTING: TV/RADIO

Radio and TV entries should be burned to CD, marked with your bank name, and sent with a copy of this completed form to the MBA no later than March 26.

Formats Accepted:

- **Radio Audio Only:** AIFF, WAV or MP3, full quality, NO compression, 48khz, stereo or mono, 16 bit, if possible.
- **TV Spots Video:** Full quality QuickTime movies, NO WMV. Put the files on a disc as DATA files, DO NOT make them a video disc. NO compression, 29.97 frame rate, best quality, millions of colors+, audio at 48khz, stereo or mono, 16 bit if possible.

PRESENTATION GUIDELINES:

Mount selections on 20 x 30 black foam core. (May hinge with black tape.) Bring entries with you to registration.



ENTRY FORM

(paste this form on the back upper left corner of presentation board)

Bank: _____

Marketing Director: _____

Address: _____

Phone: _____

E-mail: _____

Other Credits Within the bank: _____

Agency: _____

CATEGORY

1. Direct Mail/Print
2. Billboard
3. Favorite Advertising Specialty
4. Website
5. Social Media
6. Broadcasting: TV/Radio

