

PROMO'S

PRO AWARDS

2010

• **CALL FOR ENTRIES** •

PUT YOUR AGENCY OR BRAND
IN THE SPOTLIGHT
BY ENTERING YOUR BEST
PROMOTION MARKETING
CAMPAIGNS AT
www.theproawards.com

Entry Deadline:
April 30, 2010
Late Deadline:
May 14, 2010

Presented by:

PROMO

Part of:

The **Chief!** Marketer Network



PROMO's PRO Awards

recognizes **Outstanding
Promotion Marketing**
campaigns in 22 categories

HOW TO ENTER Go to
www.theproawards.com and
click on the 'R

Your **ONLINE ENTRY** will include:

- Entry Identification Form
- Campaign Write-Up consisting of four components:
 - **Overview:** Describe the marketing situation. What specific marketing goals was this promotion designed to accomplish?
 - **Promotion Description:** How did the promotion work?
 - **Campaign Performance Results:** Quantify and explain the campaign's results. Entries without quantifiable results will be disqualified.
 - **Promotion Samples:** Photographs, renderings, print, advertising, websites, and multi media.

WHO MAY ENTER

Competition is open to promotion, advertising, marketing and PR agencies, consultancies, in-house agencies and marketing departments at client companies, or other parties involved in the development of a promotion. Campaigns must have closed in the 12 months prior to the **deadline date of April 30, 2010**. **The launch date is not a concern; only the date the campaign ended.**



THE JUDGING PROCESS

Entries are reviewed by a distinguished panel of judges representing creative, strategic, and tactical expertise from major brands and agencies.



Entry Deadline: April 30, 2010
Late Deadline: May 14, 2010



WINNER 2009
Best Promotion
Of The Year

Agency: **Campfire**

Campaign: **True Blood**

ENTRY FEE:

1-4 entries: \$425 each

MULTIPLE ENTRY DISCOUNT:

5-7 entries: \$375 each

8+ entries: \$350 each

There will be an additional fee of \$125 automatically added to each entry submitted and/or unpaid after 11:59PST on April 30, 2010. Your entry must be finalized and paid in full prior to April 30th to be eligible for the regular entry deadline fee. No exceptions.

FINALIST SELECTION

There will be four finalists selected in each category. All finalists will be notified by phone, mail and email the week of August 3, 2010.

Industry-Wide Recognition



- Finalists and Winners will be featured in a separate special edition of PROMO Xtra dedicated exclusively to covering the PRO Awards Finalists and Winners. This special edition will be emailed to over 20,000 people.
- A complete list of Finalists and Winners will be published in Chief Marketer Magazine.
- A full description of both Finalist's and Winner's campaigns will be featured on PROMO's website.
- A special section of the PROMO Source Book will be dedicated to the PRO Award Winners with a 1 page summary of each campaign sent to over 25,000 marketing executives.



The Categories



See a full description of each category at www.theproawards.com

- 1 Best Multidiscipline Campaign
- 2 Best Use of Event Marketing (Five or Less Venues)
- 3 Best Use of Event Marketing (More Than Five Venues)
- 4 Best Vehicle-Based Experiential Campaign
- 5 Best Sampling Program or Trial Recruitment
- 6 Best Cause-Based Promotion
- 7 Best Sponsorship or Tie-In Campaign
-  8 **Best Campaign that Uses a Holiday Theme in its Promotion**
- 9 Best Use of Public Relations in a Promotion Campaign
- 10 Best Use of Games, Contests, and Sweepstakes
- 11 Most Innovative Communication Strategy
- 12 Best Web-Based Promotion (**Revised Category**)
-  13 **Best Mobile Marketing Campaign**
- 14 Best Multicultural/Ethnic Campaign
- 15 Best Campaign Targeting a Micro Audience
- 16 Best Campaign Generating Brand Awareness
- 17 Best Loyalty Program (**Revised Category**)
- 18 Best Dealer, Sales Force or Business-to-Business Campaign
- 19 Best Use of Viral Marketing in a Promotion Campaign
- 20 Best Retail/Co-Marketing Campaign
- 21 Best Campaign on a Budget (under \$250,000)
- 22 Best Idea or Concept

Bonus...A FREE Entry!

You deserve more. Campaigns entered in any category will be included FREE in the judging for BEST CREATIVE.

The PRO AWARDS
is the most
prestigious
promotion marketing awards program
in the world.

MAKE HEADLINES with your clients when you bring home a **2010 PRO Award**.

- Step into the spotlight and showcase your best campaigns in this year's competition.
- The World's best agencies and brands are PRO Awards winners and finalists.
- Make sure your company is on that list by entering at www.theproawards.com.

The PRO Awards accepts entries from all countries.



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PROMO'S
PRO
AWARDS
2010

P.O. Box 4254
Stamford, CT 06907-0254

Winning a **PRO Award** is great for
your business! Enter today so you can
be part of the Winners Circle!

Enter Your Best Promotion / Marketing Campaigns
at www.theproawards.com

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