

DMAD

TARGET
AWARDS

Honoring Detroit's Best Direct Marketing

IT'S TIME TO ROAR

The Roaring Twenties are coming, and the DMAD Target Awards wants to kick them off by recognizing the best in Detroit's direct marketing work and creative leadership.

Do you have a campaign worthy of earning a First Place, winning the coveted Golden Target Award, or going to the Echo Awards?

This is your opportunity to show your clients you're the best in the biz!

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TARGET AWARDS TIMELINE

Entry Submissions Deadlines

- ~~Early Bird – July 15th~~
- ~~Final Date – August 14th~~

**The entry period has been
extended to January 29th, 2020**

Judging period – January 2021

Winners Notified – March 2021

Award Ceremony – TBD – Based on
state executive orders

Updates and
New Benefits –
Participating in
the DMAD
TARGET
AWARDS



FOREVER.

The Target Awards and the Direct Marketing Association of Detroit are partnering with the ANA's ECHO Awards.

What does that mean to you? Well if you participate in the Target Awards **you can reap the followings benefits:**

- As a participant and category winner of the Target Awards, you can skip the first round of judging in the ECHO Awards
- 20 select Target Awards entrants will receive a \$150 VIP discount to enter the ECHO Awards
- If you are a DMAD member you could be selected one of 20 members to become an ECHO Awards judge

CHANNEL CATEGORIES

BEST USE OF:

- Direct Mail
- Display/Video
- Email
- Integrated
- Mobile
- SEO/SEM/PPC
- Social Media

If you have what it takes to generate results in specific marketing channels these categories are for you.



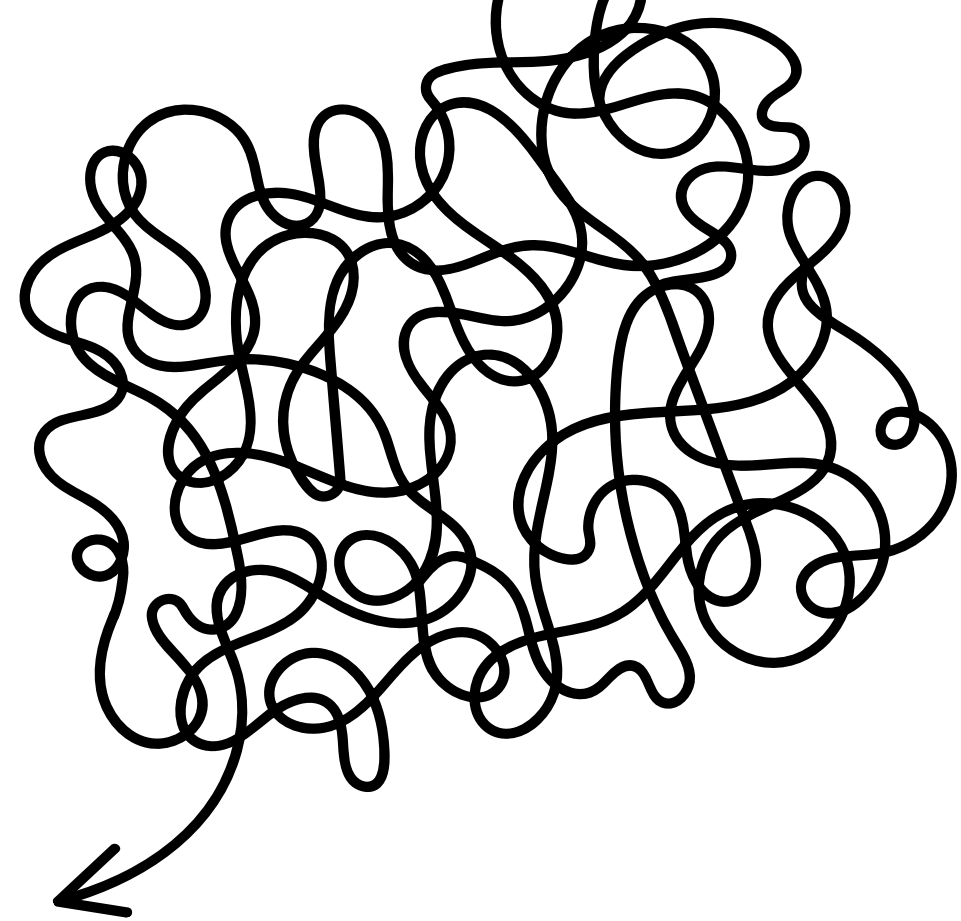
SECTOR CATEGORIES

If you have what it takes to generate results in specific industries these categories are for you.

BEST USE OF:

- Automotive Parts & Service
- Automotive Sales
- Business & Consumer Services
- Communications/Utilities
- Consumer Products & Services
- Education
- Financial Products & Services
- Healthcare and Pharma
- Insurance
- Manufacturing & Distribution
- Not-for-Profit
- Professional Services
- Publishing/Entertainment
- Technology & Communications
- Travel & Hospitality
- Transportation & Delivery

CRAFT CATEGORIES



BEST AT:

- Analytics
- Art Direction
- Copywriting

If you have what it takes to generate results and believe the creative execution shined beyond the channel and target selection these categories are for you.

RULES OF ELIGIBILITY

All entries must be submitted online at https://targetawards.iceberg.app/sign_in no later than December 11, 2020

The Target Awards are open to any company or individual located in Michigan, engaged in creating and/or producing any **direct marketing program or campaign completed between January 1, 2019 and June 30, 2020.**

- All entries must be conceived and created by an agency or individual located in Michigan, or for a client with an established location in Michigan.
- Target Awards may request proof of initial publication, posting or airdate, as well as proof of creation or production dates.

COSTS OF ENTRY

The same creative execution can be submitted for multiple award categories.

Fee per submission:

\$95 for members

\$150 for non-members

Special Reminder Announcement!

Enter Target Awards and receive special savings on ANA's Echo Awards submission fees.

ENTRY SUBMISSION PROCESS

Go to <http://targetawards.iceberg.app>

Be prepared to provide the following information:

- Agency or Individual (responsible party for the campaign creation and execution)
- Client or Advertiser (provider of the product or service)
- Contact Name, Phone, Email, Address
- Credits (include names and titles)
- Campaign Start Date & End Date
- Campaign Name/Title of Entry
- Product or Service Description
- Target Audience (demographics, geography, other attributes, B2B, B2C or both)
- Campaign Objective (describe the marketplace challenge, campaign objectives and goals)
- Campaign Results (How effectively did your campaign meet your objectives? What differentiates it from others in its category?)
- You can submit up to 5 of each of the following types of content: video, audio, PDF, URLs, image



JUDGE AWARD

All entries will be
affiliated with d
participating in

- First Place, \$
for each Cat
- Judges will s
following ca
Objective an
- All submitted
hidden from
- In addition to
Award will b
the overall b