



Honoring Detroit's Best Direct Marketing

IT'S TIME TO CELEBRATE

The DMAD Target Awards recognize the best in Detroit's direct marketing work and creative leadership.

After a three-year pause, the Awards Ceremony is back! Physically or virtually, we will celebrate Detroit's finest creative executions from 2019.



TARGET AWARDS TIMELINE

Entry Submissions Deadlines

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

Judging period – September

Winners Notified – by September 30th

Award Ceremony – TBD!

Cheers, Coronavirus... 😊



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.

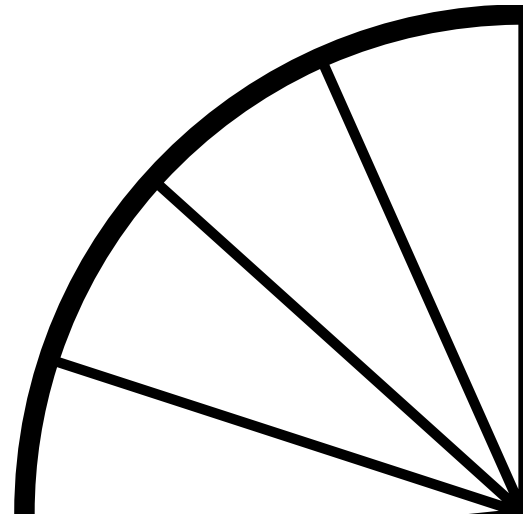


SECTOR CATEGORIES

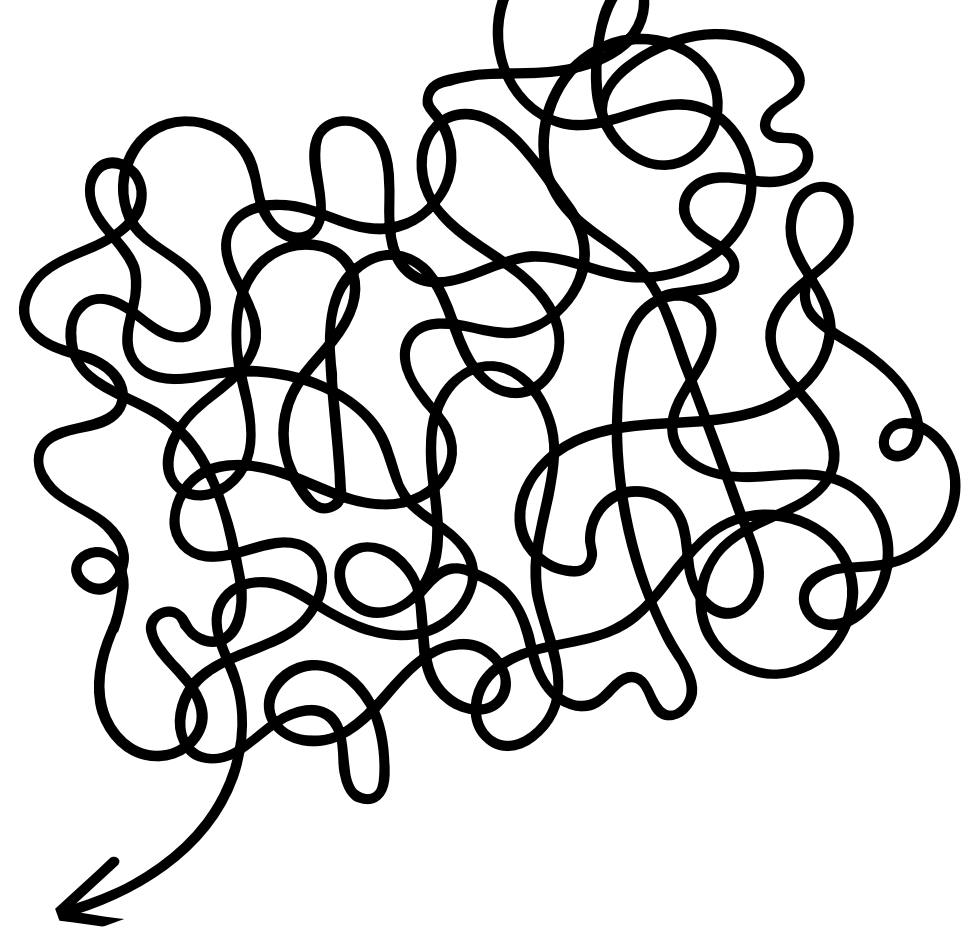
If you have what it takes to generate results in specific industries these categories are for you.

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 August 14, 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 December 31, 2019.**

- All entries must have been first published, posted or aired in their original form between January 1st, 2019 and December 31, 2019.
- 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

Use code **EARLYBIRD** by July 15th and save 20%!

Special Announcement!

Enter Target Awards and receive special savings on ANA's Echo Awards submission fees. More information coming soon!



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





JUDGING PROCESS & AWARDS DISTRIBUTION

All entries will be judged online by qualified marketing professionals

- First Place, Second Place and Third Place Awards will be given for each Category
- Judges will score each entry on a scale of 1 to 5 based on the following categories: Creativity, Clarity of Campaign Audience, Objective and Results, Overall Campaign Performance
- All submitted contact information will remain confidential and hidden from the judges
- In addition to the category awards, a single Golden Target Award will be awarded to the creative execution deemed as the overall best by the DMAD Board of Directors