

## Summit Emerging Media Award

Recognition for introducing new methods, directing and helping to set the pace for emerging media and demonstrating excellence on the web.

Enter Online

## 2016 CALL FOR ENTRIES

Final Submission Deadline:  
November 1, 2016



### Summit Emerging Media Award

The Summit Emerging Media Award (Summit EMA) evolved through a need to recognize and celebrate creativity, innovation and those pushing the bounds of creative excellence in all forms of emerging media.

This award is for the marketers, coders, designers, developers, innovators, visionaries and leaders in this exciting new realm of advertising. We offer recognition for introducing new methods, directing and helping to set the pace for emerging media, and demonstrating excellence on the web, through apps, videos, mobile sites and social media.

Today, advertising and marketing needs to break new ground to keep up with the ever-changing pace. It is not about big budgets, but rather big ideas. Compete on a global stage, with an international panel of judges and creative from all over the world.

Winners of the Summit EMA benefit from the prestige associated with Summit International Awards (SIA). The SIA, our umbrella organization, stands apart by offering a truly competitive environment.

Companies from all over the world invest their promotional dollars for the opportunity to be recognized as an SIA winner. Its competitions are affordable and accessible to the industry, and offer streamlined online-entry and a friendly, knowledgeable customer service staff.

### The Summit International Awards

The Summit International Awards organization is dedicated to furthering excellence in the communications industry. It administers three rigorous award competitions throughout the year with the goal of raising the awareness of companies and individuals who have the marketing talent to go beyond the ordinary.

Throughout its twenty-two year history, the Summit International Awards has established itself as one of the premier arbiters of creative and communication excellence. Using stringent evaluation criteria and strict blind judging processes, its competitions reward only those firms whose work exemplifies best in class.

Recognition by the SIA organization is a great honor. Not only does it provide validation and an objective critique, it also comes with special benefits. These benefits are instrumental in helping winners achieve their business goals:

- Reinforce relationships with existing clients
- Attain international recognition
- Attract new accounts
- Reward employees, partners and subcontractors
- Motivate creative teams

### 2016 Summit EMA Guidelines:

The Summit Emerging Media Award allows advertising and emerging media marketers to demonstrate their know-how and industry leadership. The Emerging Media Award is open to companies and individuals worldwide of any size.

- All work submitted must have been completed within the last two calendar years up through the final deadline.
- Entries may not have been previously entered in the Summit EMA competition unless 51% of the work has been revised.
- The awards may request proof of initial production, publication and/or air date.
- A written translation or adaptation must accompany non-English entries.
- There is no limit to the number of entries a contestant may enter.
- Some entries may qualify for multiple categories; if so, treat as separate submissions.

- The awards reserves the right to reclassify incorrectly classified entries.
- Judges reserve the right to make no award in a category if submissions do not meet their expectations.
- All entries become the property of the awards and cannot be returned. We respect and acknowledge the intellectual copyright of the entering firms' creative work and we will fully protect those rights.

### Winners:

Winning entries receive the coveted Visionary, Innovator or Leader Award. Our high-quality custom trophies are a symbol of excellence, and demonstrate that your firm has achieved the pinnacle of advertising and marketing communication. Please see the award's website for the optional trophy selections available to winners.

**EMA** SUMMIT  
EMERGING  
MEDIA  
AWARD

**Level of Awards**



**Visionary Award** - Foresight - Recognition for demonstrating unusually keen foresight in emerging media. This status is bestowed on a small fraction of entries making this the primary target for emerging media professionals to shoot.



**Innovator Award** - New Methods - Recognition for introducing new methods. These winning entries are helping direct new methodologies and techniques.



**Leader Award** - Pacesetter - Recognition for directing movement and helping to lead the industry. These winning entries are pacesetters in all of emerging media.

Judges select Visionary winners from amongst Innovator winning entries. To protect the Summit EMA and winner's integrity, the competition's bylaws limit the number of winning entries.

SIA judges from around the globe participate on our jury panels. They represent small, medium and large firms and universities, and all are tops in their fields. Visit the SIA website for full profiles.

**Who Should Enter:**  
 Advertising & Interactive Agencies  
 In-house Marketing Departments  
 Public Relations firms  
 B2B Companies  
 Consumer Marketers  
 SEO Managers  
 Marketing/Branding Firms  
 Freelancers  
 Multi-Media Producers  
 Animation & Web Designers  
 Graphics Designers  
 Video/Audio Production

**Benefits:**

Association with the prestige of an SIA competition is press-worthy and garners media exposure. The SIA is committed to helping winners make the most of their success. Winners are publicized through various media, social networks and at the award's website: [www.summitawards.com](http://www.summitawards.com).

The SIA is the only awards organization to offer winner microsite profiles. The microsities are free, fully customizable company profiles hosted on our highly trafficked website, which drives traffic to winners' sites. Past winners have had thousands of visitors explore their microsite profiles, increasing their website's prominence and visibility on the internet.

These microsite profiles offer an easy-to-use, built in WYSIWYG editor, space to upload images of winning entries, and links to winners' portfolios. The metatag spider locates winner's sites metatags which significantly increases web rankings. These profiles are visited by companies who search out winners accomplishments while making decisions about where to invest their advertising dollars.

The Awards also provides a comprehensive media kit including press templates, winner icons, trophy graphics and examples of winning media coverage. Winning entries receive a personalized certificate on opaque velum with the Summit EMA Awards motif. Customized trophies and additional certificates are also available.

**Judging:**

The SIA has the distinct foresight to use world-class judges in the industry and previous top SIA winners that have the know-how to evaluate the merits of ground-breaking advertising using digital technology. Innovator and Leader award winning entries compete with each other for the Visionary award. This means that winners not only meet a minimum standard, but truly stand out from the crowd. The Awards employs stringent evaluation criteria and blind judging; company names are withheld. Judging takes place during October and November. Entrants are notified of award results electronically, and winners are sent a congratulatory packet by standard mail in December.

**Criteria:**

To achieve the desired results in today's marketplace communication tools and marketing must engage at a deeper level. The key factors judges will be evaluating are: Method, Innovation & Information.

Method	Innovation	Information
<ul style="list-style-type: none"> <li>• Uniqueness</li> <li>• Audience Reach</li> <li>• Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Concept/Content</li> <li>• Visual Design/ Creativity</li> <li>• Graphical user interface</li> <li>• Interaction design/ Functionality</li> <li>• User Experience</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing message integration</li> <li>• Audience Appeal</li> <li>• User appeal</li> </ul>

**Winner Recognition:**

The Awards makes available a comprehensive media kit including press templates, winner icons, trophy graphics and examples of winning media coverage. Winning entries receive a personalized certificate on opaque velum with the Summit EMA motif. Customized trophies are also available.

All winners are included in the Winner's Directory. Winners are also entitled to create a web microsite hosted by Summit International Awards which includes searchable meta tags and company profile. The web microsities include representational graphics along with a comprehensive description and link to winner's portfolio. Microsites receive full rotation on the Awards site and RSS feeds.

**Entries and Fees:**

Entry	Standard Fee	11th Hour Fee
Specialty/Craft categories,	\$85	\$95
Single Entry – Single execution	\$105	\$125
Website/Video/App Entry	\$135	\$155
Campaign Entry	\$155	\$175
(Multipart execution, single medium)		
Integrated Campaign Entry	\$185	\$205
(Multipart execution over time or multiple media)		

**Standard Entry Fee Deadline: October 17, 2016**

**Final Eleventh-hour Deadline: November 2, 2016**

Extensions must be approved; call 503-297-9979 or email [sia@summitawards.com](mailto:sia@summitawards.com).

**Accepted Payment Forms:** Check, Visa, MC, Amex, Paypal

**Questions:**

Telephone: 503-297-9979

E-mail: [sia@summitawards.com](mailto:sia@summitawards.com)

Website: [www.summitawards.com](http://www.summitawards.com)

