

## 22<sup>nd</sup> Annual Creative Award

The Summit Creative Award is celebrating twenty-two years of recognizing creative excellence in companies worldwide with billings under \$30 million.

# 2016 Call for Entries ~ Celebrating 22 Years ~

### SUMMIT CREATIVE AWARD:

- International recognition
- Prestigious 22-year reputation
- Reputable, blind judging
- Affordable entry cost
- Signature, custom trophies
- No required "acceptance fee" for winners
- Friendly, knowledgeable customer support.

### MICROSITES for WINNERS

Association with this premier award gives winners access to fully customizable web profiles.

- Upload and display winning entries
- Drive traffic to firm's website
- Increase traffic and search ranking
- Gain visibility to attract new accounts

### Summit Creative Award®

Small and medium-size agencies worldwide produce a great deal of outstanding advertising, yet creative competitions are dominated by large advertising agencies, large clients and large budgets.

Since 1994, the Summit Creative Award (SCA) has enabled creative firms to receive the recognition they deserve. This international competition offers participants a unique opportunity to showcase their talents alongside similarly positioned agencies, and have their work judged by experts in the advertising

field. Our exclusive award-selection process means winners earn the right to tout their achievements far and wide.

Our organization, whose aim is to laud the creative work of less-than-huge agencies, makes competition affordable and accessible. We offer streamlined internet submissions, many ways to celebrate winner's achievements, and a friendly, knowledgeable customer service staff. Award certificates and internet medallions are complementary to winners, and elegant custom trophies are also available.

### Summit International Awards

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

**Summit Creative Award (SCA)** - Recognizes creative excellence in companies and individuals with billings under \$30 million. Includes all media and industries.

**Summit Marketing Effectiveness Award (MEA)** - A unique competitive arena where the judging criteria is based on the primary purpose of marketing and advertising: to influence the consumer's knowledge, attitudes, and beliefs. Creative samples and a short brief are included in the evaluation.

**Summit Emerging Media Award (EMA)** - Created to identify leaders, innovators and visionaries in the exciting new realm of advertising and promotion. Recognition for demonstrating keen foresight, introducing new methods, and for directing and setting the pace for emerging media.

The SIA is the oldest and most prestigious organization conducting an award exclusively for firms with limited billings. Throughout its twenty one-year history, its Creative Award has established itself as one of the premier arbiters of creative and communication excellence. Using stringent evaluation criteria and blind judging processes, its competitions reward only those firms whose work exemplifies the best creative in its class.

Our organization stands apart by offering a true competitive environment where entries are judged alongside those of their peers. Summit International Awards makes its competitions affordable and accessible to the industry by offering streamlined internet submissions and a friendly, knowledgeable customer service staff. Companies from all over the world invest their promotional dollars for the opportunity to be recognized as a Summit International Award winner.



Companies and individuals from more than 50 countries and across five continents participate in this prestigious 22-year competition - the first and best of its kind.

Our organization, whose aim is to laud the creative work of less-than-huge agencies, makes competition affordable and accessible. We offer streamlined internet submissions, many ways to celebrate winner's achievements, and a friendly, knowledgeable customer service staff. Award certificates and internet medallions are complementary to winners, and elegant custom trophies are also available.

## WINNERS

Winning entries receive the coveted Best of Show, Gold, Silver or Bronze awards. Our signature custom trophies are a symbol of creative excellence, and demonstrate that your firm has achieved the pinnacle of advertising and marketing communication success.

Judges select Best of Show from among Gold winning entries. Only one Gold winner is selected in a category unless there is a tie. To protect SCA and winner's integrity, the competition's bylaws limit the number of winning entries.

## BENEFITS

Winners benefit from association with the prestigious Summit International Award competition, a press-worthy achievement which garners media exposure and increased web presence, making you stand out from your competition.

The SIA is committed to helping winners make the most of their success. Winners are publicized through various media, social networks and on the SIA website.

The SIA is the only awards organization to offer winner microsite profiles. They are complimentary, customizable company profiles hosted on our highly trafficked website, which drives viewers to winners' sites. Microsites garner thousands of profile visits, increasing their website's prominence and visibility on the internet. Profiles offer:

- Easy-to-use, built-in WYSIWYG editor.
- Space to upload images of winning entries, and links to winners portfolios.
- Metatag spider increasing web rankings.
- Profiles are visited by companies who search out winners' accomplishments while making decisions about where to invest their advertising dollars.

## JUDGING

The SIA has the distinct foresight to use world-class judges in the industry and previous top SIA winners who have the know-how to evaluate the merits of advertising creativity. Entries are judged against other submissions in their category instead of compared to an arbitrary standard, creating a true competitive environment. This means that winners not only meet a minimum standard, but truly stand out from the crowd.

SCA judges from around the globe participate on our jury panels. They represent small, medium and large firms as well as universities, and all are tops in their fields. Judges are from entities such as: Wieden & Kennedy, Tribal DDB, Turner Studios, Promoseven McCann Network, Grey Advertising, MWW Group, TBWA/Chiat/Day, Y&R, The Art Institute, New York University, Leo Burnett, Ogilvy & Mather, Saatchi & Saatchi, and XM - Hong Kong.

Submissions are judged on strength of concept, quality of execution and ability to persuade. Respected creative professionals with a depth of industry experience sit on three judging panels: Design, Broadcast and Interactive Media.

The awards employs blind judging: company names are withheld. Judging lasts through May. Entrants are notified of award results electronically, and winners are sent a congratulatory packet by standard mail in early June.

## ELIGIBILITY

The Summit Creative Award is for organizations with annual billings below \$30 million. Some organizations are limited to lower maximum billings (see table below). For billings/size eligibility questions please e-mail [sia@summitawards.com](mailto:sia@summitawards.com).

ORGANIZATION	MAXIMUM BILLINGS/REVENUE <small>(in millions)</small>
• Advertising Agencies, Public Relations, Advertisers (in-house depts.), Multimedia & Interactive Firms.....	\$30
• Video/Audio Production, Website Design, Animators, Media company.....	\$25
• Graphic Design, Non-profits.....	\$20
• Creative Boutiques (creative & production only no media), Commercial Art/Photography.....	\$15

- Entries must be produced within the last two calendar years up through the final deadline.
- Entries may not have been previously entered in the SCA competition unless 51% of the work has been revised.
- All entries must be submitted for judging exactly as published, aired or implemented and may not be modified for awards. The SIA may request proof of initial ideation, production, publication and/or air date.
- A written translation or adaptation must accompany non-English entries.
- Some entries may qualify for multiple categories; if so, treat each entry as a separate submission.
- The awards reserves the right to re-categorize incorrectly classified entries.
- Judges reserve the right to withhold an award in a category if submissions do not meet their expectations.
- The SIA reserves final determination on eligibility.

## ENTRY PREPARATION

Visit website for entry preparation details, [www.summitawards.com](http://www.summitawards.com).

ENTRY FEES			
Category	Early Entry	Standard	Eleventh Hour
Single Entries	Nov 12 - Jan 25	Jan 26 - Feb 29	Mar 1 - Mar 28
• Individual Specialty/ Craft/Technique	\$55	\$65	\$65
• Direct Marketing • Magazine • Newspaper • Marketing Materials • Outdoor • Television/Radio	\$75	\$85	\$95
• Interactive Multimedia • Online Adv/Mktg • PR Programs • Redesign/Rebrand • Videos • Websites	\$95	\$105	\$115
Campaign Entries (Multi-item entry)			
• Single Medium Campaign	\$135	\$145	\$155
• Integrated/Mixed Media Campaign	\$185	\$195	\$205
Student Submissions			
• Student Single	\$25	\$35	\$35
• Student Campaign	\$50	\$60	\$60

## DEFINITIONS

- Single Entry is one piece of creative execution, ie. TV spot, website, outdoor, direct mailer, logo, poster, etc.
- Single Medium Campaigns consists of at least two separate executions in one medium.
- Integrated/Mixed Media Campaigns consists of at least one execution in two or more media.

Campaigns must have been developed with a common theme. Multi-item submissions entered as single entries are either separated and considered single entries or reclassified as a campaign. You will be contacted if additional fees apply.

Student: Entrants must be full- or part-time students. Work may be created for the SCA or submitted from prior school projects or competitions. Work developed for paying clients must be entered in other categories using standard entry fee.

## INDUSTRY ASSISTANCE

The Summit International Awards is the only awards organization that gives back to the industry by offering need-based assistance to qualified entrants and discounted fee structures for students. SIA is committed to helping reduce barriers for freelancers who need financial assistance. Please email [sia@summitawards.com](mailto:sia@summitawards.com) for details.

## DEADLINE

Entries must be postmarked by **March 28, 2016**.

## QUESTIONS

Call or email our friendly support staff.  
503-297-9979; [sia@summitawards.com](mailto:sia@summitawards.com).

## REGISTRATION

There are two ways to enter: standard mail and on-line using the Online Entry/Store



Mailed Entries require Entry Form, Category Codes and Entry Tags (available online at [www.summitawards.com](http://www.summitawards.com))



Enter Online: Creative samples can be either upload or mailed.

Note: It is highly recommended that all print-oriented and multi-page submissions be mailed vs uploaded.

## SHIPPING ADDRESS

Send submissions to the following department:  
2016 Summit Creative Award  
Submissions  
2533 NW Pinnacle Drive  
Portland, OR 97229 USA

 @summitawards.com

 facebook.com/summitawards



## 2016 SCA CATEGORIES

### MARKETING MATERIALS

- MM17. Print Materials Campaign - Consumer
- MM18. Print Materials Campaign B-to-B
- MM1. Annual Report - Business
- MM2. Annual Report - Non-Profit /Government
- MM6. Brochure Consumer Capabilities/Image
- MM7. Brochure Consumer Product/Service
- MM4. Brochure B-to-B Capabilities/Image
- MM5. Brochure B-to-B Product/Service
- MM8. Card/Announcement/Event - Digital
- MM9. Card/Announcement/Event - Print
- MM10. Invitation
- MM11. Letterhead / Corporate ID\*
- MM12. Logo - B-to-B\*
- MM13. Logo - Consumer Product\*
- MM14. Logo - Consumer Service\*
- MM15. Poster - Single
- MM16. Poster Campaign

### COLLATERAL MATERIALS

- CM1. Book/Journal
- CM3. Catalog
- CM2. Calendar
- CM4. Cover
- CM5. Informational Sheet/Flyer
- CM6. Magazine/Publication
- CM7. Media/Press Kit
- CM8. Newsletter
- CM9. Packaging - Single
- CM10. Packaging - Series or Campaign
- CM11. POP (Display/Menu/Counter Card, etc.)
- CM12. Sales Kit/Folder
- CM13. Signage
- CM14. Specialty Item
- CM15. Trade Show/Exhibit

### DIRECT MARKETING (DIRECT MAIL)

- DM2. B-to-B Direct Marketing Campaign
- DM3. B-to-B Direct Marketing Single
- DM4. Consumer Direct Marketing - Single
- DM5. Consumer Direct Marketing Campaign
- VS2. Direct Marketing Video

### PRINT ADVERTISING

- PA1. B-to-B/Trade Ad
- PA2. B-to-B/Trade Campaign
- PA3. Consumer Newspaper Ad
- PA4. Consumer Newspaper Campaign
- PA5. Consumer Magazine Ad
- PA6. Consumer Magazine Campaign

### SOCIAL MARKETING

- SA1. Social Media
- SA2. Social Media Campaign
- SA3. Social Branded Game
- SA4. Social Media Contest/Event
- SA5. Social Media Geotargeting/Location Marketing
- SA6. Viral Marketing

### OUT OF HOME

- O1. Billboard
- O2. Other Outdoor
- O3. Outdoor Campaign
- O4. Signage
- O5. Transit/Airport/Kiosk
- O6. Vehicle Graphics
- O7. Ambient/Environment

### RADIO

- RS1. Radio Campaign
- RS2. Radio Spot < \$1,000
- RS3. Radio Spot \$1,000+
- RS4. Retail Radio
- RS5. Product/Service Radio
- RS6. Image Radio
- RS7. Financial Radio
- RS8. Food/Beverage Radio
- RS9. Healthcare/Medicine Radio
- RS10. Other Audio
- PSA7. Public Service Radio

### TV COMMERCIALS

*(BROADCAST, CABLE, STREAMING, ON DEMAND, ONLINE)*

- TV1. Television/Commercial Campaign
- TV2. Commercial Spot < \$5,000
- TV3. Commercial Spot \$5,000 to \$25,000
- TV4. Commercial Spot \$25,000+
- TV5. Brand Position Commercial
- TV6. Financial Commercial
- TV7. Food/Beverage Commercial
- TV8. Healthcare/Medicine Commercial
- TV9. Retail/Outlet Commercial
- TV10. Product/Service Commercial
- TV11. Television - Other
- PSA9. Public Service Television

### DIGITAL ADVERTISING & MARKETING

- DA1. Apps
- DA2. Branded Content
- DA3. B-to-B Digital Campaign
- DA4. Consumer Digital Campaign
- DA5. Display Advertising B-to-B
- DA6. Display Advertising B-to-C
- DA7. Electronic Greeting/Holiday Card
- DA8. Email Marketing
- DA9. Engagement/Experiential
- DA11. Landing Page
- WS19. Microsite
- DA13. Mobile Marketing
- DA14. Newsletter/Magazine
- DA15. Other Online Advertising/Marketing

### INTERACTIVE MEDIA

*(Flash drives preferred, DVD for oversize)*

- IM1. Business to Business
- IM2. Business to Consumer
- IM3. Corporate Image/PR
- IM5. Education
- IM6. Educational Institution
- IM7. Entertainment
- IM8. Health/Medicine
- IM9. History/Biography
- IM10. Other Interactive Media
- IM11. Safety/Security
- IM12. Sales
- IM13. Training
- IM14. Travel/Tourism

### REDESIGN/REBRAND (BEFORE/AFTER)

*Include the before and after for each.*

- RD1. Advertising/Marketing Redesign
- RD2. Collateral Redesign
- RD3. Logo Redesign
- RD4. Complete Rebrand/Redesign
- RD5. Website Redesign
- RD6. Packaging Redesign
- RD7. Campaign Redesign
- RD8. Other Redesign

### BEST IDEA NEVER PRODUCED

- BI1. Best Idea - Single Entry
- BI2. Best Idea - Campaign Entry



**WEBSITES**

- WS1. B-to-B Branding Website
- WS2. B-to-B Product Website
- WS3. B-to-B Service Website
- WS4. Community Website
- WS5. Consumer Image Website
- WS6. Consumer Product Website
- WS7. Consumer Service Website
- WS8. Educational Institution Website
- WS9. E-commerce Website
- WS10. Education Website
- WS13. Government Website
- WS14. Health/Fitness/Lifestyle Website
- WS15. Healthcare/Medicine Website
- WS17. Membership Website
- WS19. Microsite
- WS20. Movie/Music/Game Website
- WS21. Non-profit Website
- WS22. Other Website
- WS25. Recruiting Website
- WS26. Retail Website
- WS29. Services Website
- WS30. Training Website
- WS31. Travel/Tourism/Nature Website
- WS32. Website Series/Campaign
- RD5. Website Redesign
- PSA11. Public Service Website

**VIDEOS (OFF & ONLINE)**

- VS25. Video < \$5,000
- VS26. Video \$5,000 to \$25,000
- VS28. Video \$25,000+
- VS1. Corporate Image/PR Video
- VS2. Direct Marketing Video
- VS3. Documentary/Feature
- VS4. Education/Teaching Video
- VS5. Educational Institution Video
- VS6. Employee Communications Video
- VS8. Fundraising Video
- VS9. Health/Fitness/Lifestyle Video
- VS10. Healthcare/Medicine Video
- VS11. History/Biography Video
- VS15. Not-for-profit Video
- VS16. Product/Service Promotion Video
- VS17. Recruiting Video
- VS18. Safety/Security Video
- VS19. Sales Video
- VS20. Sports Video
- VS21. Television Program
- VS22. Training Video
- VS23. Travel/Tourism/Nature Video
- VS24. Video - Other
- VS29. Video for Sale
- VS30. Video Series/Campaign
- VS32. Government Video
- PSA10. PSA Video

**PUBLIC SERVICE ANNOUNCEMENT**

*PSAs encourage support for a public cause.*

- PSA1. Brochure/Collateral
- PSA2. Logo \*
- PSA3. Multiple-media Campaign
- PSA4. Newspaper/Magazine
- PSA5. Outdoor/Transit
- PSA6. Poster
- PSA7. Radio
- PSA8. Single-medium Campaign
- PSA9. Television
- PSA10. Video
- PSA11. Website

**CAMPAIGNS**

**INTEGRATED/MIXED MEDIA CAMPAIGNS**

*One common campaign theme.*

- IMC1. B-to-B Campaign
- IMC2. Complete Branding Package
- IMC3. Consumer Campaign - Local
- IMC4. Consumer Campaign - Regional/National
- IMC6. Guerrilla Marketing
- IMC8. New Product Launch
- IMC9. Not-for-profit Campaign
- IMC10. Sales Presentation
- ISP12. Industry Self-Promotion Campaign
- PSA3. Public Service Multiple-media Campaign
- RD7. Campaign Redesign/Rebrand
- DA3. B-to-B Digital Campaign
- DA4. Consumer Digital Campaign
- DA9. Engagement/Experiential
- WS32. Website Series/Campaign
- DA17. Social Media Campaign

**SINGLE MEDIUM CAMPAIGNS**

*One common campaign theme.*

- MM18. Print Materials Campaign B-to-B
- MM17. Print Materials Campaign - Consumer
- MM16. Poster Campaign
- CM10. Packaging - Series or Campaign
- DM2. B-to-B Direct Mail Campaign
- DM5. Consumer Direct Mail - Campaign
- DA4. Digital Campaign
- PA2. B-to-B Trade Publication Campaign
- PA4. Consumer Newspaper Campaign
- PA6. Consumer Magazine Campaign
- DA9. Engagement/Experiential
- SA2. Social Media Campaign
- PSA8. Public Service Single-Medium Campaign
- TV1. Television/Commercial Campaign
- RS1. Radio Campaign
- VS30. Video Series/Campaign

**INDUSTRY SELF-PROMOTION**

*Includes all materials promoting advertising agencies, graphic designers, etc.*

- ISP1. Brochure/Mailer/Collateral
- ISP4. Invite/Holiday/Announcement
- ISP5. Letterhead/Corporate Identity \*
- ISP6. Logo \*
- ISP7. Other Industry Self-promotion
- ISP8. Print Advertising
- ISP9. Specialty Item
- ISP10. Reel
- ISP11. Website/Emerging Media
- ISP12. Industry Self-Promotion Campaign

**INDUSTRY SPECIFIC MARKETING**

*Industry Specific Marketing competes alongside entries within a specific industry.*

- ISM1. Consumer Goods/Services
- ISM3. Education
- ISM4. Financial
- ISM5. Healthcare/Medicine
- ISM6. Green/Environmental
- ISM7. Government
- ISM8. Insurance
- ISM9. Non-Profit
- ISM10. Political
- ISM13. Health/Wellness

**PUBLIC RELATIONS PROGRAMS**

- PR1. Business to Business
- PR2. Cause-Related/Sponsorship
- PR3. Community Relations
- PR4. Events
- PR5. Other PR Program

**INDIVIDUAL CRAFT OR TECHNIQUE**

- IS1. 3-D Animation
- IS2. Art Direction/Graphic Design
- IS3. Copywriting
- IS4. Editing/Effects
- IS5. Editorial/Publishing
- IS7. Illustration
- IS8. Jingle/Music Score
- IS9. Photography
- IS10. Video Direction
- IS11. Web Graphics

**STUDENT SUBMISSIONS**

- ST1. Student Campaign
- ST2. Student Single Entry
- ST3. Student Video
- ST4. Student Website
- ST5. Student Conceptual Product/Service