



Marketing and Advertising Criteria Questions - GCBA's PRISM Awards 2020 Saturday, August 29, 2020

To enter visit: www.GCBAPRISMAWARDS.com
Contact GCBA with any questions: 561.228.6137
or email kt@gcbafflorida.com

Online Entering Introduction:

This document was created to help you while entering online. Below are the list of questions and items that will be requested from you while entering. Please note once you submit your entry as final, there is no way to edit. The criteria sheet was created so that you are prepared and ready to breeze through your online submission. Good luck!!

To enter, sponsor or to buy tickets visit www.gcbaprismawards.com.

Entry Requirements:

VERY IMPORTANT: Do not deliberately showcase the name of the project or the name of the builder, developer, architect, designer, land planner, or any other team member in the entry application – it will be disqualified. Be sure to review the "Entry Guidelines" posted on the PRISM website for complete rules, benefits and entry requirements.

When entering, make sure to fill out all category questions below or type N/A if not applicable.

Marketing & Advertising entry numbers 9 through 30:

- 9) Logo Design
- 10) Rebrand
- 11) Brochure
- 12) Direct Mail Piece
- 13) E-mail Campaign
- 14) Interactive Presentation
- 15) Multimedia Promotion
- 16) Website under \$5,000
- 17) Website over \$5,000
- 18) Photography
- 19) Trade Show
- 20) Signage
- 21) Overall Marketing Campaign
- 22) Print
- 23) Radio
- 24) Online Media
- 25) TV
- 26) Outdoor Advertising
- 27) Special Promotion
- 30) Overall Advertising Campaign

Following are the questions and items you will be asked for categories 9 through 30 criteria questions:

- Select Your Subcategory if you are entering Non-Builder project or a Builder project such as community logo, builder peice and so forth. Builder entries and non-builder entries will be judged seperately.
- Total Budget
- Cost to Produce
- Cost of Print Materials and Quantity
- Cost of Mail Pieces and Quantity
- Nature of marketing Promotion/Advertising Campaign
- Was the end result objective met?
- Target Market
- Special Features
- Unique Challenges
- Marketing Statement ~ Amplify the entry's unusual constraints, market served and market acceptance

FOR ALL ENTRIES:

Upload up to 6 Photos, Images, Plans - Can upload multiple page PDF's. Please keep under 1 MB each upload

***Image** to be submitted in a digital format (pdf, jpg, gif or bmp) that is at least 600 wide at 72 DPI for monitor viewing. Pixilated and blurry photos and images will be disqualified. Pictures and Images must be named according what the photo/ image represents. Upload Limit: Maximum 1MB per file size limit.

VIP TIP - Before you click "Continue" review your answers in their entirety. Unanswered questions may result in disqualification.