



MARKETING COMMUNICATIONS AWARDS SUBMITTAL GUIDELINES

Deliverables must have been completed between January 1, 2025 - December 31, 2025.

Key Deadlines + Payment

- Final submission deadline: July 17, 2026
- Award ceremony details: September 30, 2026 at Zhou B Gallery
- Payment will need to be submitted online through [SMPS MCA AWARDS](#)

Overview on Each Category

Brochure

A print or digital publication describing your firm's general capabilities. A brochure has a limited shelf life, as a firm's capabilities, staff, and projects change over time.

- **Submittal Requirements:** A PDF of the printed brochure. If entering a digital brochure, include a URL to view the original digital format.

Corporate Identity

Specify the identity type on the entry form:

Rebrand: A new brand applied to your firm's print and/or digital collateral materials for the purpose of overhauling the firm's previous brand identity and strategy. Entry should include the old brand and the new brand for comparison.

Brand Refresh: A cohesive brand applied to your firm's print and/or digital collateral materials for the purposes of modernizing its current brand while maintaining its core identity and strategy. The brand must be recognizable from its previous version. Entry should include old brand and the new brand for comparison.

- **Submittal Requirements:** Submit a before-and-after representative sampling of materials that convey your firm's corporate identity. Submissions may include logo applications such as banner ads, social media graphics, website graphics, letterhead, business cards, and promotional items. If available, the corporate identity manual or graphics standards should be included as well as URLs to view original digital components.

Direct-Mail Campaign

Marketing materials designed to reach a specific target audience through a print or digital campaign. A direct-mail campaign may include form letters, pamphlets, postcards, emails, and announcements.

- **Submittal Requirements:** Include all the pieces in a series of mailings. If the campaign was conducted via email, include a URL to view the original digital component.

Diversity, Equity, and Inclusion Communications

Communication efforts, initiatives, or programs that promote diversity, equity, and inclusion.

This includes in-house and PR agency executed communications such as email campaigns, social media campaigns, HR training, HR communications, recruiting/retention communications, and mentoring programs. The target audience can be external (i.e., industry, clients) or internal within the firm (i.e., employees).

- **Submittal Requirements:** A PDF of the materials. If entering digital communications, include a URL to view the original digital format.



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Holiday

NOTE: If entering a holiday entry, it must be entered in the holiday category only. We will not accept holiday entries in other categories. For example, if submitting a holiday video, it would be entered into the Holiday-digital category. It can no longer be entered in the video or internal categories.

Digital: A digital piece produced for one-time use to promote a generally recognized holiday; examples include but are not limited to e-cards, websites, web apps, and videos.

- **Digital Submittal Requirements:** Include a URL to view the original digital components.

Mixed: A combination of both print and digital work produced for one-time use to promote a generally recognized holiday; examples include but are not limited to a greeting card, party invitation, client appreciation gift, or calendar.

- **Mixed Submittal Requirements:** A PDF of the materials. Include images of the original packaging if possible and include a URL to view the original digital components.

Print: A print piece produced for one-time use to promote a generally recognized holiday; examples include but are not limited to a greeting card, party invitation, client appreciation gift, or calendar.

- **Print Submittal Requirements:** A PDF of the materials. Include images of the original packaging if possible.

Internal Communications

Any print or digital communications intended for an employee audience, including but not limited to an internal newsletter, recognition program, awards program, or communications associated with mergers, acquisitions, or new business line initiatives. If a newsletter is being used for employee retention purposes, enter it in the Recruitment and Retention Communications category. Internal videos or websites should be submitted to the Video or Website categories.

- **Submittal Requirements:** A PDF of the materials. If entering digital communications, include a URL to view the original digital format. If entering a newsletter, provide a PDF or URL to last three issues.

Newsletter/Publication – External

An external, client-focused publication designed in newsletter or magazine format and produced via print or digital media. This includes a printed or digital serial publication or periodical in the editorial format that presents one or more points of view. A magazine may enter this category if it has a client or external audience.

- **Submittal Requirements:** A PDF of the last three issues of the publication. If entering a digital newsletter, include a URL to view the original digital format of the last three issues.

Project Pursuit Marketing

An item or series of items developed in support of winning a project. Materials may include qualification packages, proposals, presentations, interview tools, leave-behinds, or other pieces that contributed to the total effort.

- **Submittal Requirements:** A PDF of the materials. If submitting digital files, include a URL to view the original digital components. Note: You may omit information deemed proprietary. There is a field in the entry form where you can note where you have omitted proprietary information.



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Recruitment And Retention Communications

A program designed to recruit potential and retain current employees through print and/or electronic communications, including but not limited to ads, brochures, form letters, pamphlets, postcards, announcements, and email promotions.

- **Submittal Requirements:** A PDF of all the pieces in the communications program. For digital pieces, include a URL to view original digital components.

Social Media

Any marketing effort that utilizes online social media tools (platforms, blogs, podcasts) to provide a platform for thought leadership, collaboration, and user interaction. Can be one platform or a combination of platforms.

- **Submittal Requirements:** Include a web link to view online. For blogs and podcasts, submit three consecutive postings/episodes for review.

Special Event

NOTE: If entering a special event entry, it must be entered in the special event categories only. For example, if submitting an anniversary celebration promotional campaign, it would be entered into the Special Event category.

Digital: Digital pieces produced for one-time use to promote a special event including but not limited to an anniversary, new name, office opening, dedication, or groundbreaking.

- **Digital Submittal Requirements:** Include a URL to view the original digital components.

Mixed: A combination of print and digital pieces produced for one-time use to promote a special event including but not limited to an anniversary, new name, office opening, dedication, or groundbreaking.

- **Mixed Submittal Requirements:** A PDF of the materials. Include images of the original packaging if possible and include a URL to view the original digital components.

Print: Print pieces produced for one-time use to promote a special event including but not limited to an anniversary, new name, office opening, dedication, or groundbreaking.

- **Print Submittal Requirements:** A PDF of the materials. Include images of the original packaging if possible.

Video

A video created for external or internal communication purposes.

- **Submittal Requirements:** Submit a web link to view online in the original format. If entering a video for a holiday or special event, it must be entered in those specific categories only. We will not accept entries created for those types of events in other categories.

Website

An external, public website that either promotes your firm or has been launched by your firm for a specific project. Or internal websites or intranets that have been launched for the purpose of your firm's internal communications.

- **Submittal Requirements:** Include a URL and a temporary access code if submitting an internal website that requires a passcode.