

2019 Call for Entries Pricing, Categories and Instructions

Who:

All Marketers including: Corporate marketing, Freelancers, Agencies and Clients/Advertisers

Note: All geographic locations are eligible.

What:

Any marketing effort with response results that entered the market January 1 through December 31, 2018. The offer must have been presented to the end user during 2018.

When:

All entries must be received by Friday March 15, 2019. Entries are to be submitted to PhillyDMA c/o GPAMG, 111 Presidential Blvd., Suite 231, Bala Cynwyd, PA 19004

Fees & Deadlines:

Philly DMA Members	Non-Members
\$110 Per Entry – by March 1, 2019	\$135 Per Entry – by March 1, 2019
\$125 Late Entry – March 2-15, 2019	\$155 Late Entry - March 2-15, 2019
\$35 People’s Choice added to entry	\$35 People’s Choice added to entry
\$75 People’s Choice only	\$90 People’s Choice only

Note: Join PhillyDMA and save \$25 on each entry. Contact the PhillyDMA office at info@phillydma.org for membership information.

Payment:

Pay by credit card or pay with a check payable to PhillyDMA and mail to the PhillyDMA c/o GPAMG, 111 Presidential Blvd., Suite 231, Bala Cynwyd, PA 19004

Judging Criteria:

All categories (except Creative only) scores are based on Response Results, Marketing Strategy, Creative Approach (Copy/Design), and Production Execution. Response Results are double weighted.

Creative Only Category is based on the Creative Approach, Copy, Design and innovation

Questions:

Phone: 484.388.4393
Email: info@phillydma.org
Web: www.phillydma.org

Benjamin Franklin Awards for Direct Marketing Excellence

2019 Entry Categories:

SOLO CHANNEL

1. Print Ads
 - a. B-to-B
 - b. B-to-C
 - c. Fundraising/Non-Profit
2. Direct Mail
 - a. B-to-B (lead generation or retention)
 - b. B-to-B (image or brand)
 - c. B-to-C (lead generation or retention)
 - d. B-to-C (image or brand)
 - e. Fundraising/Non-Profit
 - f. DM on a "Shoestring" (Budget under \$5,000)
3. Broadcast (TV or Radio)
4. Interactive
 - a. Banner Ads, Website, Microsite, Landing Page
 - b. E-commerce Website
 - c. Email
 - d. Online Video (domain or online channels – i.e. YouTube, Vine, etc.)
 - e. Mobile
 - f. SEO/SEM
 - g. Social Media (blog, Twitter, Facebook, Pinterest, etc.)
5. Other Media
 - a. Outdoor, Transit, Posters, Point of Purchase
 - b. Sales Enablement (webinars, trade shows exhibits, content marketing)
 - c. Video
6. Agency/Supplier Self-Promotion – Any Channel

MULTI-CHANNEL

7. Integrated Media Campaign (must include a minimum of 2 media channels)
 - a. B-to-B (lead generation or retention)
 - b. B-to-B (image or brand)
 - c. B-to-C (lead generation or retention)
 - d. B-to-C (image or brand)
 - e. Fundraising/Non-Profit
 - f. DM on a "Shoestring" (Budget under \$10,000)

OTHER

8. Creative Only Direct Mail (including Collateral)
9. Creative Only Email
10. Creative Only Website
11. Creative Only Other
12. Cutting Room Floor – Presented but never executed

Entry Process:

Please note: **ALL ENTRY FORMS** must be completed. You can find the Entry Forms, Tags and Recognition form for download at www.phillydma.org.

Complete the Entry Forms

1. Complete one Official Benny Entry Form for each entry. All fields are required.
2. Select the Benny Category (from the category list above) that best fits your entry.
 - a. You may submit the same entry under different combinations as a different entry.
 - b. You may submit individual elements of your multi-media campaign in the single entry category. Each entry must have its own envelope, form, and tags.
3. People's Choice Category
 - a. You may add the People's Choice category to any entry in another category.
 - b. You may enter your work in the People's Choice competition as a stand-alone entry.
 - c. Your peers will vote online.
 - d. People's choice entries will be open from April 2 – April 6.**
 - e. Everyone is eligible to vote for an entry at no cost.
4. REMEMBER: Your Company name **may not appear** on the form or anywhere on the entry unless your entry is company self-promotion. Include names of those to be recognized in the space provided at the end of the Benny Recognition Form. Each person will receive a Benny Certificate.

Create Post Production Images

1. Prepare a high-res PDF file collage, picture, or screen shot of each entry so that it fits in a landscape 4"x6" image block at 300 DPI. Upload image to a disk or flash drive.
 - a. Images will be used in the Winners' Program Book, the Entry Video, the Winners' Video, and the Direct Views magazine.
2. REMEMBER: Your Company name **may not appear** on any post production images unless your entry is company self-promotion.

Prepare Physical Entries for Judging - Submission Materials & Formats

1. Place each entry in an envelope that can be opened and closed repeatedly. Use string or clasp closure – no adhesives. No envelope should be larger than 36 x 36.
2. REMEMBER: Your Company name **may not appear** on submission materials unless your entry is company self-promotion.
3. Each entry must have a label on the back of it for identification purposes.
 - a. Attach a Benny Entry Tag to the back of each entry and to the front of envelope (or box). For campaign entries, label each piece as #1 of 3, #2 of 3, etc.
4. Other Formats:
 - A. For Print, Direct Mail, 3D:** Provide a physical sample as it would have been presented to the end user. These can be actual samples or comps. Place 3D entries in a box.

B. For Broadcast, Digital, TV, Radio: Include the link to the URL when completing your Benny Entry Form. The URL should be a viewing/listening copy only. If you cannot provide the URL, please explain why you cannot. Do not submit executable files that will attempt to install a program on the judges' computer.

Entry Deadlines and Mailing

1. Early Bird entries are due by 5:00 PM, March 1, 2019.
2. All other entries are due by 5:00 PM, March 15, 2019.
3. Ship, courier or drop off your entries:

PhillyDMA c/o GPAMG
111 Presidential Blvd. Suite 231
Bala Cynwyd, PA 19004

All entries become the property of the PhillyDMA and will not be returned unless other arrangements have been made.

Entry Checklist:

- Completed Entry Form
- Completed Recognition Form
- Entry Tags – on envelope and back of each entry
- Item to be judged with entry tag attached
- Envelope – re-sealable, one per entry
- Payment form