

Benjamin Franklin Awards for Direct Marketing Excellence

2019 Benny Entry Form

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

Please include this entry in the People's Choice Award.

The Award Category for Your Entry (see 2019 Benny Award Categories):

Note: If you are entering the People's Choice Award ONLY,
Please enter "People's Choice Award".

Note: For Broadcast, Digital, TV, Radio Categories, include the link to the URL here

► Title of Entry: _____

1. Describe the objective of this direct marketing activity.

2. Describe the marketplace challenge.

3. Describe the marketing strategy.

4. Describe the creative strategy.

5. Describe the metrics of how and why this should be considered a winner. You may attach additional pages if you want.

Here are some examples of what you can provide to the judges (PLEASE NOTE – this answer remains confidential and is only seen by the judges):

- beat control
- improved response / sales rate
- improved ROI
- improved cost per lead / cost per sale / retention of customer / spend per customer

THANK YOU for entering!

Have you completed?

___ Your Benny Entry Form (one per entry)

___ Your Benny Entry Tags (one per entry – attached to the envelope, the back of the entry form, and the back of the entry)

___ Your Benny Recognition Form (one per entry)

___ Your Payment – one payment for all entries

___ Your Post Production image of the entry on a separate disk – *See Rules*

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