SMPS Houston Design Awards Gala

CALL FOR ENTRIES

Design Awards

Each year marketers and business developers in Houston's built environment come together for an evening of celebration to honor the most creative and effective marketing materials. These awards recognize the companies that most successfully promote their services in the Houston region. The 2022 SMPS Houston Design Awards competition will recognize marketing excellence and celebrate winners in 7 categories.

All finalists will be showcased at the 2022 SMPS Houston Design Awards Gala, "The Sky is the Limit" on Friday, April 1, 2022. The outstanding winner in each category will be recognized for their exemplary work* and two entries among all submissions will be awarded Best of Show and Peer's Choice. Finalists will receive notification by email prior to the Gala and will be encouraged to attend, as awards are announced at the Gala.

*recognition in categories with two or less entries will be at the judges' discretion.

WHAT TO ENTER

Marketing materials completed and distributed to promote professional services and firms between March 2020** and March 2022 may be submitted for the 2022 SMPS Houston Design Awards. The materials must have originated from a Houston-based office. Materials may be submitted in any of the categories listed below; each piece may only be entered once, in one category. There is no limit to the number of entries/categories a company can enter. Work produced prior to March 2020 may not be submitted. Previous SMPS Houston Design Award winning entries may not be submitted unless there is a re-brand. Entries that fail to follow submittal requirements will be disqualified at the jurors' discretion. Jurors' decisions are final. Please note any specific submittal requirements in the individual categories below.

**Due to the 2-year award COVID induced hiatus, we are extending the eligibility period through March 2020. Next year, we will resume our normal 1-year time-frame.

CATEGORIES

Website
A website that either promotes your firm or has been launched by your firm for a specific project. Applications/apps are also included in this category. Please provide a link to the website within your slides.

Digital Campaign
Marketing efforts using Social Media platforms and/or Email communications.

- **Social Media:** A program that utilizes social media tools to provide a platform for thought leadership, collaboration, and user interaction including but not limited to blogs, networking sites (e.g., LinkedIn, Facebook, Twitter), and content sharing sites (e.g., Instagram, YouTube, Flickr). Submit a sufficient number of pieces to demonstrate continuity in the program and engagement with your audience.
- **Email Campaign:** An external email marketing-focused publication that either promotes your firm or has been sent by your firm for a specific announcement. Should include at least two emails.

Mixed Media
A program that utilizes video, podcasts, animation, or audio/video as part of a marketing or recruitment effort. Submit still shots and audio transcripts, if applicable. Please provide video link, if applicable.

Special Event Materials/Holiday Pieces
A one-time publication or effort produced to announce or promote a special event such as an anniversary, new name, office opening, dedication, or a holiday piece. Materials could include a card/ecard, party invitation, client appreciation gift, calendar, wearables/ad specialties, etc.

Corporate Identity
A consistent graphic image applied to your firm's print and collateral materials. Submit a representative sampling of materials that convey your firm's corporate identity. Entry must include at a minimum your logo, letterhead, and business card design. Entries should include a combination of some or all of the following: visual identity, brand messaging, collateral, website, and overarching plan to reach the market.

Firm Brochure
A publication describing your firm's general capabilities, scope of services and/or areas of expertise.

Target Marketing/Specific Project Marketing
A print, electronic or specialty piece produced to market a particular service, discipline, or capability to a specific audience. Specific project marketing is an item or series of items developed in support of winning one specific project. Materials may be print and/or digital and include qualification packages, proposals, PowerPoint presentations, leave-behinds, or anything else that contributed to the total effort. Proprietary or confidential project/firm information included in the materials may be blacked out. Also includes Direct Mail: Marketing materials designed to reach a specific target audience and elicit a response through two or more pieces. Direct mail may include form letters, pamphlets, postcards, and announcements. Include all pieces of the program.

JUDGING CRITERIA

Entries are judged on the overall effectiveness of the design solution and the design brief, without regard to category. Any pieces that were created in a speculative manner are not eligible for this competition.

Jurors will evaluate each entry based on the following criteria:

- **Aesthetic Appeal – 25 points**
  Is the entry well designed, visually appealing and produced in a quality manner? Do the graphics and/or photography enhance the image of the firm? Did the entry grab the judges' attention and prompt him/her to review further?
- **Effective Communication – 25 points**
  Does the piece successfully communicate the intended message?
- **Overall Design Solution – 35 points**
  Is the entry innovative and original?
- **Results –15 points**
  Did the entry achieve the objectives the firm set out in the planning process?

Only entries that receive a minimum of 75 points will be considered for an award. In addition to winning entries in each category, a 'Best of Show' award will be chosen, at the judges' discretion and based on the highest overall score.

Judge's Comments
Score sheets and the judge's comments will only be released after the gala and are by request only. If you would like to have a copy emailed to you, please contact awards@smpshouston.org.

SUBMISSION DETAILS

All entries for the 2022 competition must be submitted digitally via the following instructions:

1. Download and Complete Entry Submission packet (Power Point file), **DOWNLOAD HERE**
2. Complete Entry Submission. (Please provide all information as requested in the Entry Submission, including: Submitted By, Membership Status, Email, Firm, Phone Number, Category, Entry Title, and Entry Description, and logo.)
3. Pay Entry Submission fee HERE; receive email submittal instructions upon completed payment.
4. Email entry submission by March 11.

Entry Description (250 words max) should clearly state:

- **Goals:** Clearly state your marketing goals. What did your firm hope to achieve with the piece or program? How do you intend to measure your results against the goals?
- **Target Audience:** Who was the audience for this piece or program? How many pieces were mailed? Characterize the composition, size, and location of your target audience.
- **Results:** Did your results achieve your marketing goals and how?

Project Presentation

- The Entry Submittal (PowerPoint file) will be the single-source of information the judges will utilize for scoring. Be thoughtful with image selection, and descriptions.
- If awarded, the second slide will be shown during the event. The second slide will also be used on Facebook for the Peer's Choice competition.
- Do not embed video. Please use a screenshot and/or hyperlink.
- Do not add additional slides.
- No PowerPoint animation/transitions.
- Do not change the font, style or color of the text already on the slide. Simply backspace and type your information in. This is for consistency.
- File size should be no larger than 10MB. If hi-res photos are used, be sure to compress them in your PowerPoint file. (For instructions, CLICK HERE.)
- Save and rename PowerPoint entry as: "**Category_CoName**" (example: Website_XYZArchitects). If you are entering more than one piece in a single category, please add a number. (example: MixedMedia_BigContractors-1, and MixedMedia_BigContractors-2)

FEES AND SUBMISSION DATE

Entries must include payment to be considered. Entries received after 11:59 p.m. on March 11, 2022 and entries that do not follow submission requirements will be disqualified.

SMPS Member Rate:	**$175 per entry**
Non-Member Rate:	**$250 per entry**

Email submission closes at 11:59 p.m. CST on Friday, March 11, 2022 – NO LATE SUBMISSIONS WILL BE ACCEPTED.

PERMISSION TO REPRODUCE WORK

By submitting work to this competition, the entrant grants SMPS Houston the right to use accepted work for reproduction in competitions-related publications; on its website; in the ensuing exhibition of the competitions' selections; and for educational and SMPS-related noncommercial promotional purposes.

For any questions, please contact Amber Timmermeyer at: awards@smpshouston.org.