



CALL FOR ENTRIES

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 2023 SMPS Houston Design Awards competition will recognize marketing excellence and celebrate winners in 7 categories. All finalists will be showcased at the 2023 SMPS Houston Design Awards Gala, "A Starry Night" on Friday, March 3, 2023. 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 January 2022 and December 2022 may be submitted for the 2023 SMPS Houston Design Awards.

- 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 January 2022 may not be submitted.
- Previous SMPS Houston Design Award winning entries may not be submitted unless there is a rebrand.
- Please note any specific submittal requirements in the individual categories below.
- Entries that fail to follow submittal requirements will be disqualified at the jurors' discretion.
- Jurors' decisions are final.

CATEGORIES

Firm Brochure

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

SUBMISSION REQUIREMENTS: A pdf of printed brochure or link to view digital format. Gala poster image; please see "Submission Details" below for specifics.

Corporate Identity

A consistent graphic image applied to your firm's print and/or digital collateral materials for the purpose of a new corporate identity OR a rebranding of your firm.

SUBMISSION REQUIREMENTS: A sampling of materials that convey your firm's corporate identity (along with before-and-afters for rebranding entries). This includes, but is not limited to, logos, stationery, business cards, brochures, newsletters, and promotional items. Include a link to view any digital components. Gala poster image; please see "Submission Details" below for specifics.

Specific Project Marketing

An item or series of items developed in support of winning a 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 should be blacked out.

SUBMISSION REQUIREMENTS: A pdf of all printed materials and/or link to view the digital components. Gala poster image; please see "Submission Details" below for specifics.

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.

SUBMISSION REQUIREMENTS: Provide a link to the website. Gala poster image; please see "Submission Details" below for specifics.

Video/Audio Media

A program that utilizes video, podcasts, animation, or audio as part of a marketing or recruitment effort.

SUBMISSION REQUIREMENTS: Submit still shots and audio transcripts, if applicable. Please provide video link, if applicable. Gala poster image; please see "Submission Details" below for specifics.

Digital Campaign

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

Social Media Component: 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).

Email Component: An external email marketing-focused publication that either promotes your firm or has been sent by your firm for a specific announcement.

SUBMISSION REQUIREMENTS: Provide links or screenshot pdfs of a sufficient number of pieces to demonstrate continuity in the program and engagement with your audience. Gala poster image; please see "Submission Details" below for specifics.

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.

SUBMISSION REQUIREMENTS: Provide pdf of any printed pieces and/or link to view any digital components. Gala poster image; please see "Submission Details" below for specifics.

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 2023 competition must be submitted digitally via the following instructions:

- Go to <https://www.judgify.me/SMPSHouston2023DesignAwards> to complete the online submission.
- Complete all required fields including the **Entry Description** (300 words max) which 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?
- Upload all requested material for each category you enter as outlined by the **Submission Requirements**. Only one pdf per entry can be uploaded, however it can be multiple pages.
- Upload graphic/image for **Gala Display Poster**:
 - Upload one (1) 16"(w)x24"(h) high-resolution, 300 dpi, jpg or pdf in portrait/vertical orientation.
 - The poster can include multiple images and/or a few brief descriptions and/or captions.
 - The poster will be on display at the Gala only. It will NOT be visible by the judges.

FEES AND SUBMISSION DATES

Entries must include payment to be considered. Entries received after 11:59 p.m. on January 13, 2023 and entries that do not follow submission requirements will be disqualified.

	Early (Nov 28 – Dec 21)	Regular (Dec 22 – Jan 6)	Late (Jan 7 – Jan 13)
Member Rate:	\$100	\$150	\$175
Non-Member Rate:	\$175	\$200	\$250

Online submission closes at 11:59 p.m. CST on Friday, January 13, 2023 – 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: awards@smpshouston.org