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ABOUT THE SUPERIOR AWARDS

At Grand Valley State University, nationally recognized, award-winning programs bring well-deserved accolades to individual students and student teams in Advertising and Public Relations (APR). Now more than ever, APR students are achieving the highest levels of success and celebrating their accomplishments on both local and national levels. Named after the home to the School of Communications, Lake Superior Hall, The Superior Awards have become a way to celebrate and bring light to the exceptional work being created within the APR program. The Superior Awards are not a program-wide competition, but rather recognition for superior work throughout all aspects of the APR program and involved coursework.

SUPERIOR AWARDS 2016

The Superior Awards will be taking place on Wednesday, April 13th at 6:30 pm. This year, unlike prior years, this ceremony will be hosted downtown in an elegant venue overlooking the Grand River at the Eberhard Center in an effort to combine a unique networking opportunity with Grand Rapids PR pros, APR faculty and the awards event.
SUPERIOR AWARD ENTRY & JUDGING

Superior Awards are granted annually at an official ceremony, and only work completed during the current academic calendar year is eligible (please see form for specific semesters eligible for submission).

Student entries must be submitted electronically and each entry is guaranteed to receive electronic feedback from a judge. After the judges have awarded the work, an event and ceremony will be held for award recipients to pick up their awards and receive more substantial feedback, in writing, about their work.

All entries will be screened by professors for excellence, after which entries will move forward to a judge in the professional world. Mediocre work will not be permitted and even rejected in the first round of screening by a member of the APR faculty.

All entries will include four pieces:

- An Entry form
- An Entry summary (see requirements below)
- A 100-word description of your submission
- Submitted work (i.e. paper, tactic, campaign, advertisement)

The entry form will limit entrants to a certain number of words/description (minimum 12-point font, 1-inch margins, Times New Roman). The entry form will provide judges with specific criteria in order to evaluate work, as well as encourage students to think about their submission(s), and be precise in their descriptions and execution. Entries will be judged prior to the award ceremony, not during so as to limit professional time in this effort and allow for networking.

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Much like the PRoof and Silver Anvil Awards with Public Relations Society of America (PRSA), an appropriate entry summary, a written piece that details the goals and objectives of the work, must accompany student entries. The entry summary will be part of the entry and must include, at minimum, the following elements:

- **Target Audience** – Who, specifically, you are directing your message to? Include demographic, psychographic, geographic and behavioristic traits in your description.

- **Objective** – What, specifically, do you hope to accomplish as a result of your tactic? State this clearly.

- **“One Thing”** – What is the single most important thought/idea/concept you want your audience to remember/take away from your piece?

**NOTE:** Each category requires other supplemental materials in addition to this list. Please see your specific category to ensure your entry is complete upon submission.

For example, for all advertising entries, this form would include a brief description of the target audience, the advertising objective, product positioning strategy, product features and benefits and the “one thing” to be taken away from the work.
ENTRY CATEGORIES

Please choose the category that best describes your work and follow all entry instructions and note the deadlines for submissions very carefully. Additionally, plan to join us Wednesday, April 13 for the 4th annual Superior Awards to highlight the superior work of APR students from Grand Valley State University. The ceremony will include light snacks and refreshments, networking and a formal presentation of the awards.

Advertising Categories

1) An ad design (any media)
2) An advertising campaign (any series of ads in one or a combination of media designed around a common theme)
3) A media plan
4) Case study
5) APA research

Public Relations Categories

1) Any one (1) tactic
2) Whole campaign
3) A media kit
4) Case study
5) APA research
SUBMISSION ENTRY PROCESS
ALL ENTRIES MUST BE SUBMITTED BY
12:00 MIDNIGHT ON FRIDAY, APRIL 1st, 2016

As outside professionals are judging these awards electronically, *no late submissions will be granted.*

All entries must be submitted electronically by uploading all required components and sending them via email to gvsuapr@gmail.com. **Incomplete entries will not be judged.** All required files, as described below, should be uploaded together in a *zipped (.zip) folder* (see instructions on how to compress files). Contact the gvsuapr@gmail.com if you have any further questions about putting documents in a zipped folder *only after* reviewing the instructions.

If you are submitting more than one entry, **each entry** should be in a separate .zip file.

**REQUIRED FILES FOR EVERY SUBMISSION**

- Actual work (i.e. paper, tactic, campaign, advertisement)
  - If a web-based tactic is currently published online, provide the URL for judges to review. If it is no longer published online, provide screen shots.
  - If a video or audio tactic is currently published online, provide the URL for judges to review. If it is not published online, provide a .mov or .wmv file for judges to review.
  - For a smartphone or tablet app tactics, provide screen shots for judges to review.
- Entry summary
  - No more than one-page, typed (12-point font, 1-inch margins, Times New Roman)
  - Include your name, campaign title, category name, and all necessary information found in the category descriptions (starting on page 8)
- **NOTE:** Each category requires other supplemental materials in addition to this list. Please see your specific category to ensure your entry is complete upon submission.

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• **100-word** description of your submission

• Entry registration form (see final page of this booklet)

• Any additional supporting materials
  
  o Anything referenced in individual category requirements (i.e. planning documents, research reports, surveys, news releases, clippings or tactical materials)

• Any additional images (preferred file formats: .jpg, .eps, or .png)

**ENTRY GUIDELINES & ELIGIBILITY**

• Work is eligible for submission if created for one of the following GVSU courses during the Fall 2015 or Winter 2016 semester: CAP 105, 115, 210, 220, 310, 315, 320, 321, 413, 423, or 495

• **GROUP WORK** may be entered, but group work will receive a group award. All group members must be aware of entry submission and be named on entry form. Single group members may submit portions of group work that were worked on individually for an individual award.

• Entrants must select a single category per entry.

• You may enter as many categories as you wish and work submitted for other competitions (i.e. Yardsticks, Addy’s, etc.) is eligible so long as it complies with all other criteria.
JUDGING CRITERIA

Judges will evaluate submitted work on four key areas:

- Planning/content
- Creativity/quality
- Technical excellence
- Results (media relations categories are not judged on technical excellence)

Entries will be awarded up to 10 points in each category (planning/content, creativity/quality, technical excellence, and results) with a maximum possible score of 40 points. A panel of judges from the West Michigan APR community will examine entries and determine Superior Awards recipients in each category. There is no rule that a Superior Award must be awarded in each category. Judges will select no winner in categories in which they deem entries do not represent excellence in advertising and/or public relations programming.

All excellent work will be recognized. The Superior Awards advisory committee will be responsible for reviewing and validating and/or opposing the outcomes of the judging.
ADVERTISING ENTRY CATEGORIES

1. A Single Advertisement

Any single advertisement (in any medium), prepared in conjunction with any course taken during the current academic year, is eligible for submission.

- For print advertising (newspaper, magazine, outdoor or digital) submit a PDF of the actual ad.
- For TV, submit a PDF of your storyboard (or actual video, if you produced one).
- For radio, submit a script (or a video/sound file; if you actually produced the spot).

Additionally, your 1-page entry summary should include the following information:

- Target Audience – Who, specifically, you are directing your message to? Include demographic, psychographic, geographic and behavioristic traits in your description.
- Advertising objective – What, specifically, you hope to accomplish as a result of your ad? State this clearly.
- “One Thing” – What is the single most important thought/idea/concept you want your audience to remember/take away from your piece?
- Comparative Advantage – What is the one (1) characteristic that makes your ad superior to the competition?
- Media Class – Which media class (i.e. radio, TV, newspaper, magazine, outdoor, social media) was the ad designed for?
2. An Advertising Campaign

Any series of ads focused around a common theme and designed to appear in one or a combination of media that you have prepared in conjunction with any course you have taken during the current academic year, is eligible for submission.

• For print advertising media (newspapers, magazines, outdoor or digital) submit PDFs of the actual ad(s).
• For TV, submit a PDF of your storyboard(s) (or actual video(s), if produced).
• For radio, submit a script(s), or a video/sound file if you actually produced the spot(s).

Additionally, your 1-page entry summary should include the following information:

• Target Audience – Who, specifically, you are directing your message to? Include demographic, psychographic, geographic and behavioristic traits in your description.
• Advertising objective – What, specifically, what you hope to accomplish as a result of your ad? State this clearly.
• “One Thing” – What is the single most important thought/idea/concept you want your audience to remember/take away from your piece?
• Comparative Advantage – What is the one (1) characteristic that makes your ad superior to the competition?
• Media Class – Which media class (i.e. radio, TV, newspaper, magazine, outdoor, social media) was the ad designed for?
3. An Advertising Media Plan

Any media plan (a stand-alone plan or a section of a larger project such as an advertising campaign) prepared in conjunction with any course you have taken during the current academic year, is eligible for submission.

Additionally, your 1-page entry summary should include the following information:

- **Media vehicles** – List the specific names of each publication, station, outdoor company or social media you have selected for your campaign.
- **Frequency** – Show the date, day-part (for broadcast) or position placement (for print) for each ad you are running. Position placement means where in the publication you have designed your ad to appear (i.e. upper right hand page, back cover, sports section, facing pages).
- **Costs** – Show costs for each ad and total costs for each media (show your math).
- **Geography** – List each DMA you have selected to run your campaign (if nationwide, state as such). If a smaller geography has been selected, list each state and county chosen.
- **Target Audience** – Who, specifically, are you directing your message to (include demographic, psychographic, geographic and behavioristic traits in your description)?
- **Media Plan Objectives** – What, specifically, do you hope to accomplish as a result of your plan? These can be either media plan objectives (i.e. reach, frequency and/or Gross Rating Point goals) or communication objectives (i.e. to increase awareness or switch consumers from another brand).
- **“One Thing”** – What is the single most important thought/idea/concept you want your audience to remember/take away from your piece?

**NOTE:** Frequency, Reach, Gross Rating Points (GRPS) and Cost Per Thousand (CPM) – These calculations may be included, but are not required. Charts or tables can also be very helpful in presenting media plan information.
4. Advertising or Public Relations Case Study

Any case study prepared in conjunction with CAP 310, CAP 315 or other advertising course, during the current academic year, is eligible for submission. Entries must have the approval of the instructor. Entries should be submitted in Microsoft Word or PDF format.

5. APA Assignment

Any APA paper prepared for CAP 115 or any other advertising course, during the current academic year, is eligible for submission. Entries must have the approval of the instructor. Entries should be submitted in Microsoft Word or PDF format.

**NOTE:** APA papers will be judged on their compliance to APA content and formatting guidelines, as outlined in the APA Publication Manual.
PUBLIC RELATIONS ENTRY CATEGORIES

6. A Single Tactic

Any single tactic (in any medium), prepared in conjunction with any public relations course you have taken during the current academic year, is eligible for submission. Please submit a digital copy of your single tactic.

Additionally, your 1-page entry summary should include the following information:

• Target Audience – Who, specifically, you are directing your message to? Include demographic, psychographic, geographic and behavioristic traits in your description.
• Objective – What, specifically, what you hope to accomplish as a result of your piece? State this clearly.
• “One Thing” – What is the single most important thought/idea/concept you want your audience to remember/take away from your piece?
• Comparative Advantage – What is the one (1) characteristic that makes your piece superior to the competition?
• Media Class – Which media class (i.e. radio, TV, newspaper, magazine, outdoor, social media) was the piece designed for?

7. A Public Relations Campaign

Any one campaign performed for a class client, which you have prepared in conjunction with any public relations course you have taken during the current academic year, is eligible for submission.

For the PR campaign, each entry must include a concise, two-page typed summary (minimum 12-point font, 1-inch margins, Times New Roman). This summary will take the place of the 1-page entry summary mentioned in submission entry process (see page 6). The summary is the single-most important component of the entry. Judges will evaluate your program on the merit of four criteria – research, action (planning), communication (execution) and evaluation – that you share in your summary.

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Your entry should begin with a brief situation analysis and address the following:

**Research**
- What prompted the research? Was it in response to an existing problem or to examine a potential problem?
- What type of research did you use—primary, secondary or both?
- How was the research relevant to shaping the planning process?
- How did the research help define or redefine the audience(s) or situation?

**Action/Planning**
- How did the plan correlate to the research findings?
- What was the plan in general terms?
- What were the specific, measurable objectives of the plan?
- Who were the target audiences?
- What was the overall strategy used?
- What was your budget?

**Communication/Execution**
- How was the plan executed and what was the outcome?
- How did the activities flow in general terms?
- What were the key tactics?
- Were there any difficulties encountered? If so, how were they handled?
- Were other organizations involved?
- Were non-traditional public relations tactics used, such as advertising?

**Evaluation/Measurement**
- What method(s) of evaluation was used?
- What were your results?
- How did the results compare to the specific, measurable objectives you identified in the planning section?
8. Public Relations Media Kit

Any media kit (a stand-alone plan or a section of a larger project, such as a PR campaign) prepared in conjunction with any course you have taken during the current academic year is eligible for submission. This media kit could include but is not limited to: news releases, photographs, tip-sheets, PSAs and backgrounders information compiled for an organization, product or issue. Submit an electronic copy of the press kit, media plan or media kit with the one-page summary.

Additionally, your 1-page entry summary should include the following information:

- Media vehicles – List the specific names of each publication, station, outdoor company or social media you have selected for your campaign.
- Media Contacts – Why they list of media you chose to pitch are relevant to your client.
- Geography – List each DMA you have selected to run your campaign (if nationwide, state as such). If a smaller geography has been selected, list each state and county chosen and why.
- Target Audience – Who, specifically, are you directing your message to (include demographic, psychographic, geographic and behavioristic traits in your description)?
- Media Objectives – What, specifically, do you hope to accomplish as a result of your pitches? These can be either media objectives or communication objectives that this pla
- “One Thing” – What is the single most important thought/idea/concept you want your audience to remember/take away from your piece?
9. Public Relations Case Study

Any case study prepared in conjunction with CAP 320 or another public relations course, during the current academic year, is eligible for submission. Entries must have the approval of the course instructor. Submit the document in Microsoft Word or PDF format.

10. APA Paper

Any APA paper prepared for CAP 115 or any other public relations course, during the current academic year, is eligible for submission. Entries must have the approval of the instructor. Entries should be submitted in Microsoft Word or PDF format.

NOTE: APA papers will be judged on their compliance to APA content and formatting guidelines, as outlined in the APA Publication Manual.
ENTRY REGISTRATION FORM

Complete one form per person, per entry. Please print and write legibly.

Name: ____________________________________________________________

GVSU Email Address: ______________________________________________

Year/Standing (circle or underline): Freshman  Sophomore  Junior  Senior

Phone Number: ___________________________________________________

Major (include emphasis, if any): _____________________________________

Minor: __________________________________________________________

Class that the work was originally submitted for (circle or underline):

  CAP 105  CAP 310  CAP 321
  CAP 115  CAP 315  CAP 413
  CAP 210  CAP 320  CAP 423
  CAP 220  CAP 400/495

Entry Title: _______________________________________________________

Category number (see category descriptions):

  1 – Advertising Advertisement  6 – Public Relations Single Tactic
  2 – Advertising Campaign  7 – Public Relations Campaign
  3 – Advertising Media Plan  8 – Public Relations Media Kit
  4 – Advertising Case Study  9 – Public Relations Case Study
  5 – Advertising APA Paper  10 – Public Relations APA Paper

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