



# SUPERIOR AWARDS

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## ADVERTISING AND PUBLIC RELATIONS

GUIDEBOOK 2018

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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 created in the APR program in the current academic year.



## 2018 SUPERIOR AWARDS

The Superior Awards will take place on Friday, April 6, 2018 from 7:00 p.m. until 10:00 p.m. The ceremony will be hosted at the Eberhard Center on GVSU's downtown campus. This downtown venue allows a unique opportunity to network with professionals in the advertising and PR industry, as well as with APR faculty and students, and to enjoy the awards event in an elegant setting.

## ENTRY & JUDGING

Superior Awards are granted annually and presented at an official ceremony hosted by the GVSU Advertising and Public Relations program. Only work completed during the current calendar year is eligible.

All entries will be screened by professors for quality, after which entries will move forward to judges in the advertising and public relations professions. Mediocre work will not advance beyond the first round of screening by a member of the APR faculty.

Student entries must be submitted electronically, as the judging is coordinated electronically. Each entry is guaranteed to receive electronic feedback from the judges. The Superior Awards ceremony will provide an opportunity for award recipients to receive their awards and printed feedback about their work.

All entries will include four pieces:

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

The entry form will streamline the submission and judging process. The entry summary 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. See page 7 for further instructions. Entries will be judged prior to the award ceremony, not during, so as to be respectful of the professionals' time in this effort and to allow for networking during the event.

## ENTRY & JUDGING (Continued)

Much like the PROOF and Silver Anvil Awards with the 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 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, follow all entry instructions, and note the deadline for submissions is Monday, March 19, 2018 at 11:59 p.m. Additionally, plan to join us Friday, April 6, 2018 from 7:00 p.m. until 10:00 p.m., for the 5th 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) A public relations campaign (whole campaign)
- 3) A media kit
- 4) Case study
- 5) APA research

## ENTRY DEADLINE & PROCESS

**ALL ENTRIES MUST BE SUBMITTED BY 11:59PM ON MONDAY, MARCH 19th, 2018.**

As outside professionals are judging these awards electronically, ***no late submissions will be granted unless officially announced by the Superior Awards planning committee.***

All entries must be submitted **electronically** by uploading all required components and sending them via email to [gvsuapr@gmail.com](mailto: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](mailto: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 (e.g. 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 screenshots.
  - 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 smartphone or tablet app tactics, provide screenshots 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 (beginning on page 10)

*(continued on next page)*

- **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.
- A **100-word** description of your submission
- Entry registration form (see final page of this booklet)
- Any additional supporting materials
  - Anything referenced in individual category requirements (e.g. 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 past year (2017): 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 (e.g. Yardsticks, ADDYs, 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/Objective** – Entry is evaluated on whether planning was appropriate and content was developed according to the planning methods
- **Target Audience** – Entry is evaluated on appropriateness of the submission for the identified target audience/public
- **Creativity/Quality/Technical Excellence** – With the supporting materials, entry is evaluated on overall creativity and quality
- **Results/Evaluation** – Entry is evaluated on persuasive evidence of success; identification, qualification and quantification of results as related to objectives

Entries will be awarded up to 10 points in each category with a maximum possible score of 40 points. A panel of judges from the West Michigan advertising and public relations 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 & GUIDELINES

## ❖ 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 one-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 (e.g. radio, TV, newspaper, magazine, outdoor, social media) was the ad designed for?

## ❖ 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 one-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 (e.g. radio, TV, newspaper, magazine, outdoor, social media) was the ad designed for?

## ❖ 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 one-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 (e.g. 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 where 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 (e.g. reach, frequency, and/or Gross Rating Point goals) or communication objectives (e.g. 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.

## ❖ Advertising Case Study

Any case study prepared in conjunction with CAP 310, CAP 315, or another 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.

## ❖ APA Paper

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 & GUIDELINES

## ❖ 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 one-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 (e.g. radio, TV, newspaper, magazine, social media) was the piece designed for?

## ❖ 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 one-page entry summary mentioned in submission entry process (see page 7). 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.

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/were used?
- What were your results?
- How did the results compare to the specific, measurable objectives you identified in the planning section?

## ❖ **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 backgrounder 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 one-page entry summary should include the following information:

- Media Vehicles – List the specific names of each publication, station, or social media you have selected for your campaign.
- Media Contacts – Why the list of media you chose to pitch are relevant to your client.
- Geography – List each DMA where 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.
- “One Thing” – What is the single most important thought/idea/concept you want your audience to remember/take away from your piece?

## ❖ **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.

## ❖ **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.

# **SUPERIOR AWARDS ENTRY FORM**

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

**Name:** \_\_\_\_\_

**GVSU Email Address:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

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

**Major (include emphasis, if any):** \_\_\_\_\_

**Minor:** \_\_\_\_\_

**Class that the work was originally submitted for (circle or underline and provide the professor's last name):**

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

**Entry Title (e.g. Nike ad campaign or American Cancer Society PR tactic):**

**Category number (see category descriptions):**

3 – Advertising Media Plan 6 – Public Relations Campaign

7 – Public Relations Media Kit

8 – Public Relations Case Study

9 – APA Paper