

# PMA 2010

Marketing and Advertising Excellence Awards



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# The MAE Awards Program

The PMA Marketing and Advertising Excellence (MAE) Awards recognizes outstanding achievement of PMA members while providing practical education and networking opportunities that currently do not exist. The MAE Awards program is for everyone involved in the marketing, promotion and management of multi-family, commercial and retail properties and offers benefits for everyone who enters, including **Associate Members**.

## ENTRY FEES

|              |                |
|--------------|----------------|
| 1-5 Entries  | \$75 per entry |
| 6-10 Entries | \$60 per entry |
| 11+ Entries  | \$50 per entry |

Entry fees must be submitted with applications.

# The Award Categories

A major benefit of the MAE Awards is that any participant can win regardless of marketing budget or size of property or projects. Separate awards are presented for entries that are developed in-house or by a professional agency. Also, there are separate award categories for **stabilized communities, lease-up communities, commercial office buildings, condominiums, retail/shopping centers and advertising and marketing pieces developed by PMA Associate Member firms. You may enter the same marketing piece previously submitted even if your piece was a winner.** The Award categories are:

- Print ads (all sizes)
- Brochures (corporate or property)
- Social media campaigns
- Direct mail pieces
- On-site communications (newsletters/ flyers/CDs)
- Single property campaigns (3 or more related items -- print, web site, direct mail)
- Portfolio campaigns (3 or more related items -- print, web site, direct mail)
- Internet ads -- web site banners and pop-ups
- Promotional items
- Outreach marketing piece(s)
- Internal public relations (HR pieces, training brochures, 401K brochures; print copies only)
- Public web site (single property or corporate; submit URL)
- Outreach marketing piece(s)
- CD-rom/E-brochure
- Model apartments
- Leasing centers
- Property signage
- On-site developed marketing pieces
- Office building/Retail signage

# Entry Requirements

To enter the competition, complete and return the application on the next page. Entries must be current run or previously run ads. Prototypes cannot be submitted. **Please indicate if the entry was developed in-house or by an agency and the property type: multifamily lease-up or stabilized, condominium, retail or Associate Member.**

The definition of in-house is developed by internal marketing or graphics professional employed full-time by the property management company. In-house also applies to pieces developed in tandem

between a marketing professional and an apartment locator publication.

**Entries for Model Apartments, Leasing Centers and Signs** must include 3 photographs, a written description of the property's position in the marketplace and reasons for the designs selected.

The deadline for submission is October 1. Award winners will be announced at a special awards program in December.

# The Judges

Entries will be judged by a panel of advertising experts who are associated with some of the leading advertising agencies in the national capital area.

**Entry  
Deadline  
October 1**



**Use One  
Form Per  
Entry**

## **Application**

Submitter's Name: \_\_\_\_\_

Property/Community Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_ ZIP \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Award Categories (please indicate the category in which you are applying. **Use one form per entry**):

Property Type:  Office Building  Apartment  Condo  Retail  Associate Member  
If Apartment, check if the piece was developed for a  Stabilized Community  Lease-Up  
Developer of the Submission:  Agency  In-House (Agencies are any entity to which a fee was paid to develop an ad or marketing piece).

### **Entry Category:**

- |  |   |
|--|---|
| <input type="checkbox"/> Print ads (all sizes)   | <input type="checkbox"/> Social media campaign                        |
| <input type="checkbox"/> Internet ads (identify where ads were placed)   | <input type="checkbox"/> Direct mail pieces                           |
| <input type="checkbox"/> On-site communications (newsletters/flyers/CDs)   | <input type="checkbox"/> Portfolio campaign (3 or more related items) |
| <input type="checkbox"/> Brochures (corporate or single property)  | <input type="checkbox"/> Outreach marketing piece (s)                 |
| <input type="checkbox"/> CD-rom/E-brochure   | <input type="checkbox"/> Model apartment (3 photos required)          |
| <input type="checkbox"/> Single property campaigns (3+ related items)  | <input type="checkbox"/> Leasing center (3 photos required)           |
| <input type="checkbox"/> Signs (3 photos required)   | <input type="checkbox"/> On-site developed marketing piece            |
| <input type="checkbox"/> Promotional items (identify how they were used or distributed)                                |   |
| <input type="checkbox"/> Internal public relations (HR pieces, training brochures, 401K brochures - print copies only) |   |
| <input type="checkbox"/> Public web site (submit URL for individual property or corporate site)                        |   |

**Application Procedures:** Indicate the category you wish to enter. A company or a single property may enter more than one category. Submit **TWO** copies of each entry (e.g. two copies of a full-page ad; two copies of a classified, etc.) along with a check for payment in full (1-5 entries \$75 per entry; 6-10 entries \$60 per entry; 11+ entries \$50 per entry). Judges will evaluate entries on the basis of creativity, innovation and effectiveness. Feel free to submit evidence of effectiveness and explanations of usage with each entry. Note: Multiple awards may be presented in each category.

**Deadlines:** Submissions must be received in the PMA office, 7508 Wisconsin Avenue, 4th Floor, Bethesda, MD 20814 by close of business October 1. Entry fees must accompany each entry.

Entries will not be returned. PMA reserves the right to publish entries in its publications and other media.

For more information, call PMA at 301-657-9200 or send an e-mail to [cworley@pma-dc.org](mailto:cworley@pma-dc.org).

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