

# The 2010 Marketing Canada Awards in Economic Development

The 2010 Marketing Canada Awards competition promises to be the best yet – with new and refined categories, as well as the introduction of a prestigious new EDAC Marketing Canada Award! This submission guide will provide you with all the information you need to enter the competition. Deadline for entries is July 16<sup>th</sup>, 2010.

Excellence in marketing has become a critical differentiator for Canada's Economic Development Professionals. The Marketing Canada Awards acknowledge and praise communities who have succeeded at this critical task. The awards also kick-start discussion and provide a forum to share best practices and enhance the marketing efforts of all those working in the field of economic development.

EDAC's Annual Conference provides the venue for these prestigious awards. Each year, recipients across the country are recognized for excellence in promoting their communities and furthering their economic development priorities.

The awards competition is open to all organizations marketing Canadian provinces, territories, regions, cities, towns and areas with a view to improving the economic well-being of Canadians. A panel of judges who have specific expertise in marketing, promotions, and branding will evaluate submissions.

Winners will be announced during a special luncheon at the 2010 EDAC Annual Conference being held September 18th—21st in Quebec City. At this event, the Marketing Canada Awards recipients will be adorned with their medals, and the grand prize will be awarded!

This submission guide will introduce the new awards categories and outline the refined application procedures. All inquiries should be directed to [admin@edac.ca](mailto:admin@edac.ca). Good luck!

# Submission Requirements & Information

## Eligibility:

The competition is open to both EDAC members and non-members. All organizations involved in marketing Canadian provinces, territories, regions, cities, towns, and areas with a view to improving the economic well-being of Canadians are invited to tender submissions.

## Eligible entries:

Projects that have not previously won an EDAC Marketing Canada Award and have been utilized in some manner in the last 12 months.

## Budget Levels\*

There are three budget levels:

- Less than \$200,000
- \$200,000-\$600,000
- Greater than \$600,000

*\*These levels define the overall economic development budget for the organization.*

## Entry Fees and Deadline

We look forward to receiving your submission and payment no later than **July 16<sup>th</sup>, 2010**.

- EDAC Members: \$70 (plus GST or HST) per submission
- Non-Members: \$100 (plus GST or HST) per submission

Please be advised that submissions will not be returned, but originals of any document may be picked up after the presentations at the 2010 EDAC Conference.

## Judging Process

The Marketing Canada Awards Judging Panel is made up of a diverse group of individuals with marketing and promotion expertise. Judges will evaluate submissions to determine award recipients.

Judges can only evaluate what is submitted, so assist the panel by providing a comprehensive submission that includes samples and full background information. The judges reserve the right to not award within any category or budget level. The awards process is as follows:

- First place awards will be given within *each award category* for each of the three budget levels.
- An overall winner within each Budget Level will be selected from the first place winners in all awards categories.
- These Budget Level winners will be re-evaluated and compared to determine the overall recipient of the new and prestigious EDAC Marketing Canada Award!

## Judging Criteria

Submissions will be evaluated based on the following criteria:

- Creativity and uniqueness of the approach
- Effectiveness in achieving objectives
- User-friendliness
- Ease of extracting information
- Completeness and consistency of approach

## How to Apply

1. Determine awards categories under which you would like to submit entries.
2. For each entry, complete a separate background information sheet (Page 8) and a single-page abstract.
3. Complete one entry summary form (Page 7) detailing all entries and total entry fees.
4. New this year: Submit background information & abstracts *electronically* by e-mail to [court@edac.ca](mailto:court@edac.ca). Then, in *hard copy*, please submit background information and abstracts, as well as completed summary form, payment and appropriate samples and materials by mail:

EDAC/ACDE Marketing Canada Awards  
7 Innovation Drive, Flamborough, ON L9H 7H9  
Inquiries should be directed to [admin@edac.ca](mailto:admin@edac.ca) or 905.689.8771

# Awards Categories

## Brand

### [A] Brand Identity / Application

Creative, memorable, meaningful and consistent identity. Should include elements such as logo, tagline, and brand promise, as well as, guidelines/policies for ensuring consistent implementation/application of brand identity. Submission should also include examples of brand being applied across multiple media/channels (both informational and promotional/advertisements) to demonstrate consistency of application.

## Printed Collateral

Please note that the primary purpose of submissions in this category should be *informational* (as opposed to promotional/advertising in nature).

### [A] Single Publication – under 4 pages

A printed publication (1-4 pages in length) describing competitive business advantages, development opportunities, business services, or attractions. Publication is used to attract business investment, tourism, or to promote use of services. e.g. brochures, postcards etc.

### [B] Single Publication – 4 or more pages

A printed publication (4 pages or more in length) describing competitive business advantages, development opportunities, business services, or attractions. Publication is used to attract business investment, tourism, or to promote use of services. e.g. annual reports, economic reviews etc.

### [C] Printed Collateral Suite

A suite of printed materials that together describe competitive business advantages, development opportunities, business services, or attractions. Printed materials are used to attract business investment, tourism, or to promote use of services. May vary in length, messaging, design and audiences, but when viewed together should represent a cohesive printed offering. e.g. stationery, brochures, reports, postcards, specialty publications etc.

## Newsletter

### [A] Newsletter - Print

A printed newsletter published on a recurring basis advising of community or regional economic development news and events.

### [B] Newsletter - Electronic

An electronic newsletter disseminated on a recurring basis advising of community or regional economic development news and events. Please provide any applicable analytics in your abstract – opens, clicks etc. to demonstrate the newsletter's effectiveness. PDFs are not eligible for this category and should be submitted to the print category above.

## Advertising

Please note that the primary purpose of submissions in this category should be *advertising and promotion* (as opposed to informational).

### [A] Single Advertisement

A single published advertisement promoting/marketing economic development/tourism opportunities, attractions, events and/or services.

### [B] Advertising Campaign

A series of themed published advertisements promoting/marketing economic development/tourism opportunities, attractions, events and/or services.

## Digital Media

In your abstracts for this category, please provide the exact URL and a printout of your homepage (where applicable), as well as answers to the following: How do you keep this site/media current and up to date? What is your electronic strategy? How will this digital communication affect your region/ business?

### [A] Website

Websites providing current, regularly updated information, statistics, and services. Innovative elements and design, with all components present for the success of appealing to the average target user. (GIS/Mapping, Feedback, Search, etc.)

### [B] Tourism Website

Tourism specific website. User-friendly with accessible components that aid in the experience of a tourist looking to visit your region, for specific information, and/or insight to the area. (Mapping, hotel listing, special events, etc.)

### [C] Niche or Specialty Microsite

A separate microsite aimed at a specific target audience, sector or purpose. Should be user-friendly and stand alone as website that offers all the information and tools required to promote the special purpose/niche market being addressed.

### [D] Interactive Media

Any interactive application that allows for two-way communication with a target audience. These can include blogs, social media, wikis, games, iPhone apps and other e-media that effectively and innovatively aid in your interactions with the business community.

## Other Promotion

### [A] Promotional Items

Single or multiple, related items created specifically for the project in order to promote and/or reinforce business/tourism themes, opportunities, attractions, and/or services. Must be innovative items that have been customized for the purpose. (No generic objects with brand/logos will be judged).

[B] Video

Traditional or web-based video created to promote and/or reinforce business/tourism themes, opportunities, attractions, and/or services.

[C] Events

Single or multiple events geared to promoting economic development / tourism opportunities, attractions and services. Please provide concrete outcomes and results of the event to assist the adjudication committee.

# 2010 Entry Form

Please indicate the total number of entries and the budget levels to which they correspond.

Category	Total # of Entries	< \$200,000	\$200,000 - \$600,000	> \$600,000
<b>Brand</b>				
[A] Brand Identity / Application				
<b>Printed Collateral</b>				
[A] Single Publication – under 4 pages				
[B] Single Publication – 4 or more pages				
[C] Printed Collateral Suite				
<b>Newsletter</b>				
[A] Newsletter – Print				
[B] Newsletter – Electronic				
<b>Advertising</b>				
[A] Single Advertisement				
[B] Advertising Campaign				
<b>Digital Media</b>				
[A] Website				
[B] Tourism Website				
[C] Niche or Specialty Microsite				
[D] Interactive Media				
<b>Other Promotion</b>				
[A] Promotional Items				
[B] Video				
[C] Events				

**"Entry Fee Calculation:** (EDAC—BN # 102 479 847)

Total overall number of entries: \_\_\_\_\_ X (\$70 members, \$100 non-members)

**Members** (entry fee totals by Province)

B.C. - 70 + HST = \$78.40

Quebec - 70 + GST + QST = \$79.01

Ontario (before July 1) / all unlisted prov/territories - 70 + GST = \$73.50

Ontario (after July 1) / Atlantic Prov. - 70 + HST = \$79.10

**Non-Members** (entry fee totals by Province)

B.C. - 100 + HST = \$112.00

Quebec - 100 + GST + QST = \$112.88

Ontario (before July 1) / all unlisted prov/territories - 100 + GST = \$105.00

Ontario (after July 1) / Atlantic Prov. - 100 + HST = \$113.00"

**Total amount due:** = \_\_\_\_\_ **Method of Payment:**  Cheque  Visa  MasterCard

Card #: \_\_\_\_\_ Expiry: \_\_\_\_\_

Signature: \_\_\_\_\_

**Contact Information:**

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

Organization: \_\_\_\_\_

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

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

# 2010 Submission Background Information

Attach this page to each submission, along with an abstract.

## Budget Level\*

- Less Than \$200,000
- \$200,001 - \$600,000
- Greater than \$600,001

\* Please note: Budget level pertains to total economic development operating budget, not individual project budget.

Category:	
Title of Submission:	
Organization/Municipality:	
Name:	
Phone:	
Fax:	
E-mail:	

To assist the judges in adjudicating your submission, please attach an Abstract to this sheet for each entry.

## Use the following points as a guideline:

- Point form preferred (for effective judging)
- Maximum 1 page (typed)
- Including:
  - Purpose of project (including anticipated outcomes)
  - Effectiveness / Meeting Objectives (if known)
  - Challenges & Changes made
  - Target Audience (demographics)