

# NOVA Awards

## Application Guide



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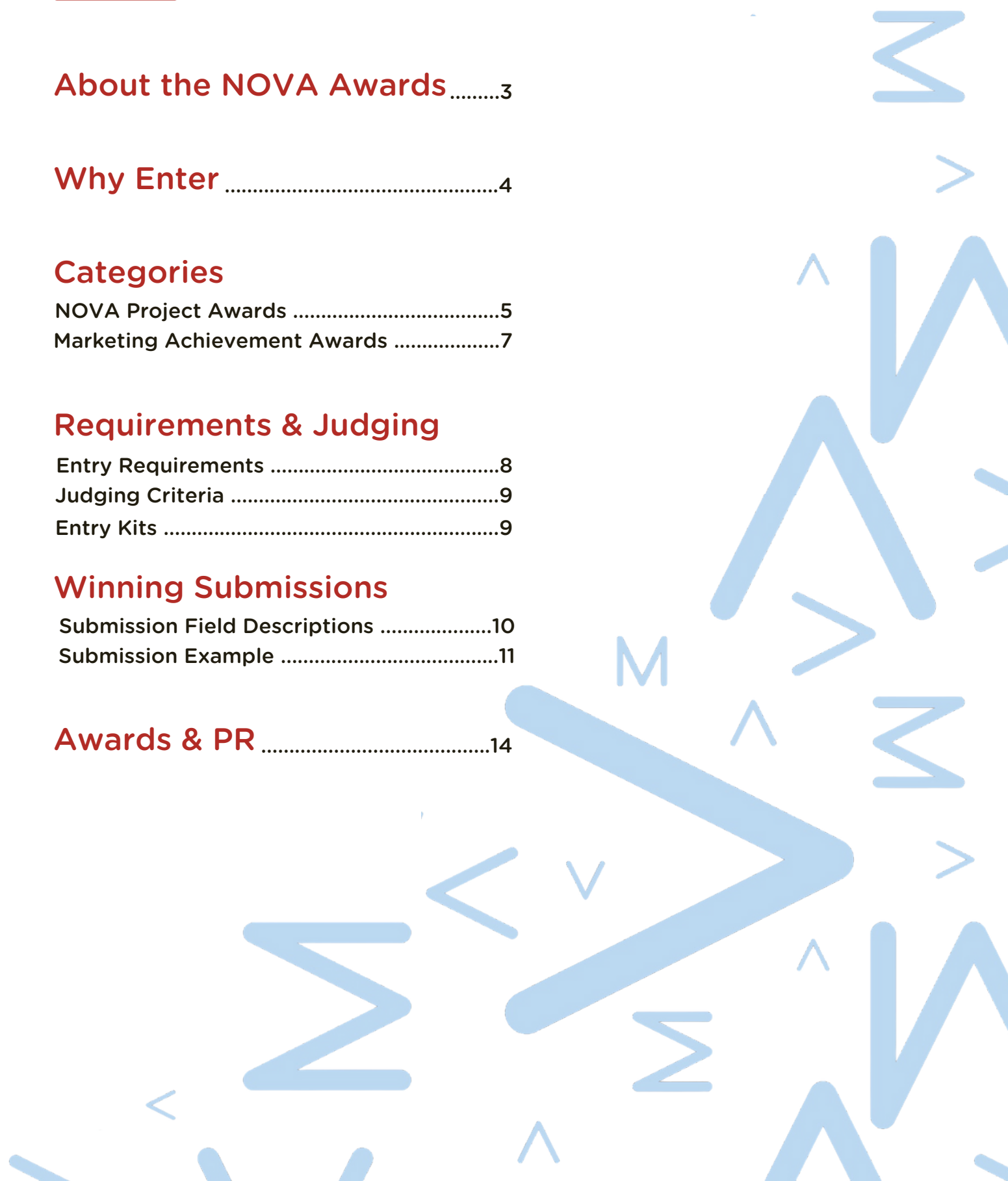
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# About the NOVA Awards

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**Since 2006, the AMA Iowa NOVA Awards have honored the best results-driven campaigns in Iowa.**

**With results more valued than ever, these awards take on increasing relevance.**

**Between 100 and 125 corporate and agency marketing professionals attend the show every year.**

## About AMA Iowa

The Iowa Chapter of the American Marketing Association (AMA Iowa), is the local chapter for one of the largest professional associations for marketers. For more than seven decades, the AMA has been the leading source of information, knowledge sharing and development in the marketing profession.

AMA Iowa currently counts more than 300 members and a community of 2,000 marketers employed by a wide variety of businesses, agencies, non-profit organizations and educational institutions, representing most of Iowa's leading companies. The non-profit provides Iowa marketers with year-round monthly programming, annual NOVA Awards, networking opportunities, leadership opportunities and communications, such as website, newsletters, and several social networking channels. The local chapter has been recognized as one of the top chapters in the nation for ten years in a row.

# Why Enter

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Every year marketing teams across the state of Iowa design and execute the most clever, creative, data and technology-driven, marketing initiatives.

And that deserves to be celebrated and recognized.



## Recognize & Reward

Classify yourself as an award-winning company to differentiate your product, services, or to promote your marketing team's employability.



## Motivate Your Team

Boost pride and morale and let your team know they are appreciated and do incredible work. Use your win as recognition for a job well done and nominate outstanding marketers to show gratitude.



## Raise Your Profile

Entering and winning the AMA Iowa NOVA awards gives you an opportunity to differentiate yourself to marketing talent and those looking for your products and services. Use custom badging to reflect your outstanding work and build credibility.



## Look Back & Celebrate Success

Preparing an award submission is a great opportunity to look back on success and stop and smell the roses. This lays the groundwork for success stories, read outs for executives, department reviews, or client case studies.

# Categories

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## NOVA Project Awards

### Branding

Recognizes clear implementation of a client's voice in logo development, brand guidelines, messaging, persona development — even audio branding! If you were bold with branding last year, we want to see it.

### Data Analytics & Marketing Research

Recognizes exceptional transformation of data used to drive insights, leads and produce results. Also includes qualitative and quantitative research programs – planning, execution and results – that have provided new insights used to develop strategies and achieve goals. Entries can include internal and external audience research.

### Digital Marketing

Recognizes effective use of digital technologies and social platforms to reach audiences and influence and drive action. Entries can include email, ads, social platforms, blogs, podcasts and more.

### Direct Marketing

Recognizes marketing communications sent directly to prospects focused on driving a specific call-to-action. Entries can be campaigns or single initiatives. This category includes both B2B and B2C direct marketing.

### Event Marketing

Recognizes the role of events (conference, trade show, workshop, customer program or member program) in meeting marketing goals. Digital executions count too!

### Integrated Marketing Campaign

Recognizes a continuum in a marketing campaign. Entries should include a complete strategy utilizing at least three motifs in a marketing tactic.

# Categories Cont'd

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## Marketing Communications

Recognizes communications developed to support sales and/or increase awareness of a product, service or idea. Entries can include white papers, presentations, annual reports, brochures, magazines, newsletters, videos, podcasts and more.

## MarTech

Recognizes the use of MarTech strategy or tech stack deployment where organizations have increased their investment to significantly accelerate or upgrade their tech stack, resulting in more effective marketing. The entries should explain the limitations or challenges with the pre-existing martech infrastructure and how the new application of technology correlated with their business objectives. Please include an outline of the plan, the challenges faced along the way, and demonstrate the composition of the new stack, as well as the impact it has had on the organization's marketing strategy.

## Non-Profit Marketing

Recognizes exemplary marketing programs intended to change behavior, grow membership, increase awareness, raise funds or generate support. Eligible entries include individual components or comprehensive programs which benefit 501(c)3 organizations.

## Small Budget Campaign

Recognizes an outstanding marketing campaign by a company that spent less than \$5,000. How innovative did you get with your limited marketing dollars? Entries can include any type of campaign or channel as long as it cost less than \$5,000.

## Social Media (NEW!)

Recognizes innovative social campaigns that cut through the chatter with their great content and meaningful engagement.

# Categories Cont'd

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## Video

Recognizes cutting-edge videos that make use of eye-catching visuals, testimonials, compelling voiceover, you name it! Entries may include product videos, tutorials, case studies, commercials, 360° video and more.

## Website

Recognizes innovative use of the web, including website development and design, app development, landing pages, killer SEO, etc. — from strategy to execution.

## Marketing Achievement Awards

### Marketer of the Year

(non-executive level marketers)

Which of your marketing cohorts made their mark on the marketing scene last year? Whether they pulled off an outlandish pitch to leadership, went above and beyond on volunteering in the marketing field or traveled last-minute across the state for a client, we want to hear about it! Marketer of the Year recognizes those who do the most every single day to meet goals and make waves in the industry.

### Marketing Executive of the Year

(director+ level position)

Do you want to recognize a mentor, or showcase the work of an amazing leader? The Marketing Executive of the Year should be someone who inspires, leads and achieves excellence in the field of marketing and has helped to build and transform their marketing community.

### Agency of the Year

What makes your agency the apple of your eye? Is it the kick-butt culture? The super talented staff? The award-winning work? All of the above! Nominate your agency and celebrate what makes your team the top. Open to all marketing, advertising, digital and PR agencies in Iowa. Freelancers, too!

### Marketing Department of the Year

Do you work in the best corporate marketing department in the state? From crafty campaigns to killer customer communications, how did your team leverage your brand this year? Tell us all about it! Open to all in-house marketing departments in Iowa.

# Requirements & Judging

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## Entry Requirements

Each entry must be presented as it was originally created and must have been produced, implemented or executed between January 1st and December 31st of the year just completed by a firm or individual located in Iowa in order to be eligible.

If the entry was directed by a company or a branch office of a company and produced by another entity (agency, production firm, etc.), at least one entity must be located in Iowa.

Work is acceptable if it was created for another geographic market, as long as the entrant clarifies that an Iowa location was involved in its direction or production.

The firm or individual submitting the entry must have been involved in the direction, development, production, and/or implementation of the submitted entry.

You may enter under multiple categories, but you must submit a separate entry form and entry fee for each entry.

Any entry that fails to follow these guidelines and the digital requirements is subject to disqualification.



# Requirements & Judging Cont'd

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## Judging Criteria

The NOVA Awards committee sets all judging criteria and validates the finalists and winners selected by the award judges.

Each year a panel of marketing professionals from an AMA chapter outside of Iowa will serve as the judges. The judges make all decisions regarding eligibility, finalists, and winners.

### Judges score each area on a scale from 1-to-10:

- Objectives
- Tactics
- Strategy
- Results

Results are triple weighted.

The entry with the highest number of points is the winner in that category.

The judging committee may move an entry to a different category and/or divide or merge categories as it deems appropriate.

Entries become the property of AMA Iowa and will not be returned. No entry fee will be refunded due to an entry's disqualification nor after the entries are judged.

## Download Entry Kits



[Project Award Submission Form](#)



[Marketing Achievement Form](#)



[Department or Agency Form](#)

# Winning Submissions

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## Objectives

What were the objectives of the project?

Clearly describe the:

- Situation, including target market
- Objectives you set out to accomplish
- Objectives should be measurable or be clear enough to determine how well the objectives were achieved. (this should match your results!)

## Strategy

What was the plan of action to achieve the objectives?

## Tactics

What elements were used to support the strategy in achieving the objectives?

## Results

What were the results and outcomes for the project?

What results did you achieve and how did you measure them?

Carefully tie your results back to your objectives.

If results were different than your objectives, explain why.

Also include any unplanned events that may have directly affected your results.

# Winning Submission Example

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## Objectives

In February 20XX, [COMPANY] launched a comprehensive, turn-key marketing kit bundle to help our [REPS] promote [PRODUCT], a 3rd party mobile app that's used by our [CUSTOMERS]. The app had recently been enhanced with a new and improved user interface and several new features.

However, [REPS] seemed to lack interest in promoting the app to their [CUSTOMERS]. They were seeking a more customized, multi-channel approach to the marketing materials that they could receive quickly and with minimal effort on their part.

We needed to develop a plan to reinvigorate interest and motivate our [REPS] to promote this valuable digital tool. A comprehensive marketing kit bundle was created.

Our objective was to motivate [REPS] to promote [PRODUCT] to their [CUSTOMERS]. This would in turn increase [CUSTOMER] activity within [PRODUCT] and generate agency revenue through selling the bundled kits.

**Situation &  
Target Market**

**Measurable  
Objective**

## Strategy

Our strategy was to utilize digital channels and personal phone calls to promote the kits. The pricing was affordable, the materials were customizable and there was no effort required by our [REPS]. [COMPANY] did all the work and delivered just what they needed to their inbox and front door.

**Plan of Action**

# Winning Submission Example

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## Tactics

Email campaign was sent throughout February/March to all [REPS] to promote the bundled marketing kits while highlighting the benefits of the app to their [CUSTOMERS].

Call follow up campaign was implemented by internal sales. Calls were made to each [REP] to personally let them know about the kits and explain the benefits of the kits and how increasing use of the app helps their [CUSTOMERS]. Leads were funneled directly to the marketing team for immediate follow up.

Sales support materials were provided to the sales and marketing team, including a sales PPT.

Online channels were leveraged including e-newsletter articles and social media.

The kits were comprised of multi-channel, customer-facing materials. Materials included both physical assets and versatile digital assets. Items were bundled into affordable kits giving the [REPS] lots of bang for their buck.

A variety of tiered kits, based on costs and quantities, included: physical materials including posters, counter mats and inserts. / Digital assets included social media posts, radio scripts, ATM screens, newsletter content and web graphics. / Four short videos. / A “How to Promote [PRODUCT]” guide that was packed full of event ideas and marketing tips. / Table tents and window clings were available a la carte. / A personal consultation with a marketing specialist.

**Clear Tactics  
that Support  
the Strategy**

# Winning Submission Example

## Results

By leveraging a bundled approach to essential marketing items, and arming our [REPS] with appropriate promotional materials, the campaign exceeded the objectives for which it was designed.

**Our objective was to motivate [REPS] to promote [PRODUCT] to their [CUSTOMERS].**

**This would in turn increase [CUSTOMER] activity within [PRODUCT] and generate agency revenue through selling the bundled kits.**

**Ties Back to Objective**

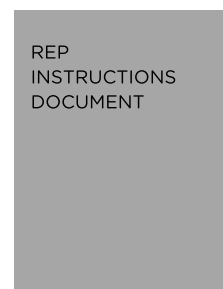
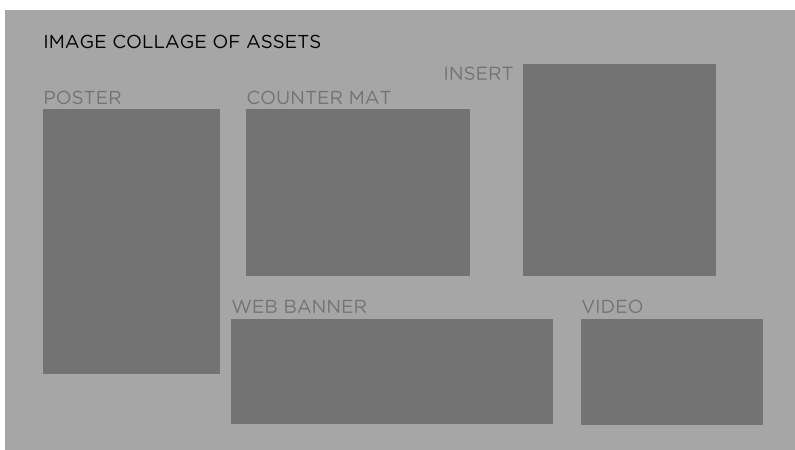
Overall campaign efforts garnered a total of 345 leads, which converted to 57 opportunities.

41 of these opportunities converted to sold projects, resulting in more than \$22,000 in revenue.

In February 20XX, there were 76,572 app users. By the end of the year, usership had increased to 120,634, a 58% increase.

**Measurable Results Show Success of Project**

## Attachments



# Awards & PR

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## Awards

What does an AMA Iowa NOVA Award look like?

Every NOVA Award winner takes home a glass and iron trophy to display!

Extra awards are available to purchase.



## PR

Finalists and winners are awarded badges showcasing their status! This is a great way to showcase your work, connect yourself to a recognized standard for marketing excellence, and help others know you do great work.

NOVA Awards badges can be used in a number of ways:

- Printed Merchandise
- Letterhead
- Business Cards
- Websites
- Printed Collateral
- Advertisements
- Tradeshow Materials
- Email
- Social Media
- Case Studies



Badges and winner kits will be emailed to all eligible entrants after the awards ceremony! Winner kits also include a Press Release template you can customize to announce your win.