



## National President's Award for Marketing Excellence

Three awards will be presented in each of the following categories to Class 51 and 52, Class 53 and 54, and Class 55 and 56 councils:

- **Best Marketing Campaign** — This award is designed to recognize councils for their efforts in promoting a one-time or annual event, be it related to membership, fund-raising, camp experience, or another subject matter. A campaign may include the use of billboards, print advertisements, brochures, radio and television appearances, and other promotional materials.
- **Best Positive Public Relations Story** — This award recognizes the best stories to appear in print or broadcast media that reflect well on Scouting. Stories submitted must have been initiated by a local council employee or volunteer, working in conjunction with a reporter, editor, producer, etc.
- **Best Collateral Material** — This award is given for the most creative, appealing single communication piece associated with a major marketing campaign (membership, fund-raising, program, etc.). Collateral pieces could include, but are not limited to, brochures, fliers, mailers, and videos.
- **Best Annual Report** — The overwhelming number of outstanding annual reports received in the Best Collateral Material category has justified the need for a Best Annual Report category. This award is given to councils that have most effectively and creatively communicated their success stories and other necessary information in their annual reports.
- **Best Web Page** — This award recognizes innovative use of the World Wide Web as a communications vehicle to tell the Scouting story.

## Judging Criteria

Representatives from national public relations firms and advertising agencies will judge the entries based on the following criteria:

- **Ingenuity** — The unique, innovative nature or message of the marketing campaign or piece. Is it especially clever? Does it break new ground in the marketing of Scouting?
- **Effectiveness** — Did the marketing effort accomplish the goals that were established for the project? How successful was the effort, and what would you do differently?
- **Planning** — How comprehensive was the marketing plan, and how extensive was the planning process? Were there specific messages to specific audiences? What tactics were employed?
- **Technical Quality** — The overall “look” of the collateral piece or campaign pieces, including the graphic and typographical quality of signs, brochures, advertisements, and other components.
- **Transferability** — Can the campaign be easily duplicated by other councils? What lessons can be learned from the marketing campaign or piece?

## How to Enter

To be considered for an award, a marketing campaign or collateral piece must have been conceived and executed by your council and/or volunteer personnel during the 2000 calendar year.

Entries, accompanied by the attached entry form and two-page summary outlined on the entry form, must be received by the External Communications Division no later than December 15, 2000.

Entries must be presented in a professional format that can be easily displayed for judging and recognition. Please laminate and mount all posters and newspaper articles. Also, notebooks containing photographs, collateral pieces, newspaper clippings, summaries, and so forth are very effective in demonstrating the breadth of a marketing campaign.

Award winners will be recognized at the annual meeting in May. If you have questions regarding the National President’s Awards for Marketing Excellence, please call the External Communications Division 972-580-2212.