



2018 DMAW MAXI AWARD ENTRY FORM FOR

Direct Mail - Commercial

For DMAW Office

use only

Control Number

Version: 12/2018

DEADLINE: 5:00 PM, Friday, March 9, 2018

For EACH entry include one complete application. Please print or type.

Step 1 - Applicant INFORMATION

Entry Name _____ Campaign (begin date): _____

Attach a completed copy of this form to **EACH of the 3 ENTRY SAMPLES** to be submitted.

In addition to this form, be sure to include **ONE COPY** of a **COMPLETED APPLICATION for EACH ENTRY.**

All entries must be unique, first time campaigns. Prior winning campaigns should consider the *Workhorse Category*.

Full campaign results must be provided; if audited, **data must be provided to support results;** results for selected segmentation do not qualify. **Do not skip any steps on this form! Read 2018 Rules for Entry before continuing!**

Step 2 - Select CATEGORY

B2B B2C B2G Other _____

Step 3 - Select PROGRAM (select only one)

- Acquisition/Prospecting Special Offers Sales (e.g., online store, catalog)
- Conference/Educational/Meetings Events Lead Generation

Step 4 - RESULTS - For ONE Campaign

***Be sure to define audience in write-up.**

COMMERCIAL CAMPAIGN - A thru J MUST BE COMPLETED.

(A) # Mailed	(B) # of Responses	(C) Response Rate (%=B÷A)	(D) Gross Revenues \$	(E) Average purchase (\$=D÷B)	(F) Gross Revenue per Sale	(G) Total Cost \$	(H) Net Revenue (\$=D-G)	(I) Net Revenue per Sale (\$=H÷B)	(J) Net per Sale (\$=H÷B)

Step 5 - Campaign DETAILS

Tell us why these results are good for YOU.

(Feel free to use an additional sheet of paper.)

Outline your OBJECTIVE - What was your challenge? What were you trying to achieve?

Go to page 2 to complete entry form

Direct Marketing Association of Washington

2018 MAXI Award Entry Form - Deadline Friday, March 9, 2018

11709 Bowman Green Drive ♦ Reston, VA 20190 ♦ 703-689-DMAW (3629) ♦ info@dmaw.org

www.dmaw.org/award/maxi-award

Entry Name _____ Campaign (begin date): _____

Outline your STRATEGY - For example, what strategy did you put into place? What did you do different than your prior campaign(s)?

Describe your AUDIENCE - Existing clients/customers? Lapsed clients/customers? Potential new clients/customers?

Describe your RESULTS - **SUPER IMPORTANT SECTION!** Campaign data is required! If this was a test, did it beat the control? If so, please explain. **THE NUMBERS ARE IMPORTANT!**

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