

# 2018 MAXI AWARD RULES FOR ENTRY

Applications and entry forms available at: [www.dmaw.org/award/maxi-award](http://www.dmaw.org/award/maxi-award)

**Deadline** Friday, March 9, 2018 - Completed applications with samples must be **received** at DMAW Headquarters, 11709 Bowman Green Drive, Reston, VA 20190. Sorry, no extensions!

**Fees** DMAW Members \$125 per entry  
NonMembers \$175 per entry  
NonProfit (Member/NonMember) \$ 95 per entry

Full payment must accompany each completed entry form.

## Winners

Each winner receives one engraved plaque and up to 3 certificates for team members. Additional plaques and/or certificates may be ordered. Winners will be recognized and presented with their plaques at the **Annual MAXI Awards Ceremony** to be held **Tuesday, July 31, 2018, at the Gaylord National Hotel & Conference Center.**

## Eligibility

- 1. Eligibility Period.** November 2016 through December 2017.
- 2. Eligibility.** Each package may be submitted for one category, unless there are substantive changes to the package. An entry that won in a particular category in 2017 may not be resubmitted in the same category in 2018. The exception is the Workhorse category.
- 3. Measurability Standards.** All entries must solicit and report trackable, measurable responses to a promotion. The majority of your score will be based on your Campaign Results.
- 4. Completeness. COMPLETE CAMPAIGN RESULTS MUST BE SUBMITTED!** Claiming proprietary information of results or otherwise incomplete will cause entries to be disqualified.
- 5. Anonymous. Mask out letterhead, labels, and all marks that could serve to identify the individual creators** (e.g., agency/consultant) of an entry before submission. **FAILURE TO MASK OUT** such information **WILL DISQUALIFY** your entry.

## How To Submit

Go to [www.dmaw.org/award/maxi-award](http://www.dmaw.org/award/maxi-award) download the entry forms and follow the instructions:

- 1. Complete one Application Form for each MAXI entry.**
- Complete **Entry Form (Total Cost** on entry form - should include **ALL** direct expenses including creative, production, postage, lettershop, placement, premiums, consulting, etc.)
- Each completed submission should consist** of the following:
  - One Application Form
  - 3 samples (See Sample information on right.)
  - One **Entry Form attached to each sample**

**Paper clip materials together. (PLEASE DO NOT STAPLE!)**
- Submit the completed package with payment** to DMAW. Photocopies of the Application and Entry Forms are acceptable.
- Payment information** for multiple packages may be provided on one Application Form and cross-referenced on additional Application Forms.

## Selecting Your ENTRY FORM:

Select an entry from one of the SIX (6) entry forms below:

- Direct Mail Campaign**
- Multi-Channel Campaigns(MORE than one channel)**
- Digital Media Campaigns (ONE digital channel)**
- Telemarketing**
- DRTV or DR Radio**
- Workhorse:** A control or other **DIRECT MAIL** or **EMAIL** package used for 3 years. A Workhorse must include reported results and samples for 2015, 2016, and 2017. Previously submitted packages are eligible under Workhorse.



Item	Samples Required Do not mount any samples on boards
Direct Mail, Workhorse or Email Workhorse	<b>For Workhorse &amp; Email Workhorse:</b> 3 copies of each mailing or hard copies of emails for each year being submitted.
Websites-Email-Social media-Mobile-Gaming, etc.	3 hard copies of screen shot or art for all emails and landing pages, including full email envelope - to, from, date/time, subject. Any part of the entry that does not translate to paper provide on CD, thumb drive or URL.
Print/Space Ad	3 tear sheets or repros. Mark clearly whether magazine or newspaper ad, give publication dates for split run, state how split was executed.
Telemarketing	3 copies of script, fulfillment materials and caller training materials
DRTV/Radio	3 thumb drives, CDs or DVDs with 3 copies of the script
Multi-Channel	3 complete samples from each medium used, based on above descriptions.
Digital Media	3 appropriate samples, such as screen shots of campaign placed on thumb drive or DVD/CD.

## Important points to know and remember:

- The **majority of your score will be based on your Campaign Results. So be sure your math is accurate.**
- Entries are subject to audit.
- All decisions are final.
- All submitted materials become the property of DMAW and will not be returned.
- By entering, you give permission for DMAW to use your project or campaign in association with MAXI publicity and program materials and their approved media.

Need help completing forms? Register for the:  
**MAXI Webinar - Wednesday, Feb. 28**  
Details and to register - [www.dmaw.org/maxi](http://www.dmaw.org/maxi)