



2020 DMAW MAXI AWARD ENTRY FORM FOR

Direct Mail - Commercial

For DMAW Office use only Control Number # Version: 12/2019

DEADLINE: 5:00 PM, Friday, February 28, 2020

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 FORM. All entries must be unique, first time campaigns. Prior winning campaigns should consider the Workhorse Category. Full campaign results must be provided; results for selected segmentation do not qualify. Read 2020 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.

Table with 10 columns: (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.

Use a separate sheet of paper; must answer all 4 points - no more than a total of 500 words. Be thoughtful about what is written and be consistent in the reporting of data.

- 1. Outline your OBJECTIVE - What were you trying to achieve? Increase clients-customers-members?
2. Outline your STRATEGY - For example, what strategy did you put into place? What did you do different than your prior campaigns?
3. Describe your AUDIENCE - For example, were they former (lapsed) customers? Former members? If so, how long were they inactive?
4. Describe your RESULTS - THIS IS THE MOST IMPORTANT SECTION! Campaign data is required! If this was a test, did it beat control? If so, explain. Tie results back to the objective. Numbers must match what has been put above in Step 4.

Be sure to include at the top of your page the Entry Name and Campaign Date. Paper clip ONLY to entry.

Step 5 - Checklist for Direct Mail COMMERCIAL

Provide the following for all direct mail commercial campaign efforts. Samples must be submitted by hard copy.

- Three (3) samples of the mailing piece
An application form

Be sure to block out all references to the agency and its name! Anonymity is crucial!