The 2009 SUMMIT® CREATIVE AWARDS

15th Annual Call for entries

FINAL DEADLINE:
JANUARY 26, 2009

Summit International Awards

The Summit International Awards (SIA) organization is dedicated to furthering excellence in the communications industry. It administers rigorous award competitions throughout the year with the goal of recognizing companies and individuals that go beyond the expected.

Throughout its fifteen-year history, the SIA has established itself as one of the premier arbiters of creative and communication excellence. Using stringent evaluation criteria and blind judging processes, its competitions reward only those firms truly deserving of special recognition. The SIA organization conducts the Summit Creative Award, the Marketing Effectiveness Award and the Emerging Media Award.

SCA   MEA   EMA

SIA judges from around the globe to participate on our jury panels. They represent small, medium and large firms and universities, and all are tops in their fields. Firms include: J. Walter Thompson, Wieden & Kennedy, Tribal DDB, Turner Studios, Promoseven McCann Network, Grey Advertising, MWW/Savitt, TBWA/Chiat/Day, Young and Rubicam, The Art Institute, New York University, Publicité Leo Burnett, Ogilvy & Mather, Saatchi & Saatchi, and XM - Hong Kong.

SIA SUMMIT INTERNATIONAL AWARDS

2009 COMPETITION GUIDELINES

Summit Creative Award

Small and medium-size agencies and other creative groups throughout the world do a great deal of outstanding work. Yet creative competitions are dominated by large advertising agencies, large clients and large budgets.

Since 1994, the Summit Creative Award has enabled creative firms to receive the recognition they deserve. The international competition offers participants a unique opportunity to compare their creative efforts with firms of similar size.

Companies and individuals from more than 50 countries and five continents have participated in SIA programs.

Eligibility - The Summit Creative Award® is exclusively for organizations with annual billings below $30 million. Some organizations are limited to lower maximum billings. There is no billing limitation for freelance individuals. To determine eligibility for a company that does not fall clearly into one of the categories, e-mail sia@summitawards.com or call 503-297-9979. All work submitted must have been completed within the last two calendar years: 2007 and 2008. Entries may not have been previously entered in the competition. The Awards may request proof of initial production, publication and/ or airdate. A written translation or adaptation must accompany entries in languages other than English.

Organization	Maximum Billings
Advertising Agency	$30 million
Public Relations	$30 million
Advertiser (In-house Marketing Departments)	$30 million
Multimedia Producers	$30 million
Video/Film/Audio Production	$25 million
Web Design/Interactive	$25 million
Animation Company	$25 million
Display/Package Design Company	$20 million
Graphic Design	$20 million
Commercial Art/Photography	$15 million

Awarding Winners - Winning entries receive Best of Show, Gold, Silver or Bronze awards. Judges select Best of Show from among Gold winning entries. Only one Gold winner is selected in a category unless there is a tie. Judges reserve the right to make no award in a category if submissions do not meet their expectations.

Winner Recognition - The Awards is committed to helping winners make the most of their success. Each year, winners are announced by the Summit International Awards through the media and the internet at www.summitawards.com. Winning companies receive a web microsite including searchable meta tags and company profile. The web microsite can include a representational graphic along with description and link to winners' portfolio.

Judging - The Awards conducts a blind judging (entrant company names withheld). Judging season begins in late February and concludes in late March. Entries compete with all submissions in their category and are judged based on their Strength of Concept, Quality of Execution and Ability to Persuade. Respected creative professionals with a depth of industry experience sit on three judging panels: Design Jury, Broadcast Jury and the Interactive Media Jury. All entrants are notified via e-mail following the judging show. Winners are sent a winner packet by standard mail.

Submission Deadline - Entries must be postmarked by Monday, January 26, 2009. Extensions must be approved; call 503-297-9979 or e-mail sia@summitawards.com.

Entry Fees:

$65 - Newspaper · - Marketing Materials
- Magazine · - Collateral Materials
- Outdoor · - Direct Marketing
- Television · - Emerging Media
- Radio

$85 - PR Programs
- Redesign/Rebrand

$85** - Videos/Films/Non-broadcast
- Interactive Media CD/DVDs
- Websites
**When entering the same ** entry in two or more categories, the first entry is $85 and second or third is reduced to $45.

Campaign Entries (Mult-item entry):

$85 Single Medium Campaign
$135 Integrated/Mixed Media Campaign
A campaign entry must consist of at least two separate executions in one medium or at least one execution in two or more media. Campaigns must have been developed with a common theme to be considered a campaign. Campaign (multi-item) submissions miscategorized and entered as single entries will either be separated and considered single entries or reclassified as a campaign.

Student Submissions:

$25 - Student Single; $45 Student Campaign
Entrants must be a full or part-time student from any country. Work may be created specifically for the Summit Creative Awards or submitted from prior school projects or creative competitions. Work developed for paying clients is ineligible and must be entered in other categories using the standard entry fee.

One-person companies may call to see if they qualify for a sliding fee.

ENTRY PREPARATION:

How to Enter:
There are two ways to enter: on-line and standard mail. For on-line submitting and entry preparation information, go to www.summitawards.com. For mail delivery, see below.

Entry Tags and Entry Form: (available on-line at www. summitawards.com, or via e-mail, sia@summitawards.com) For all mailed submissions, securely attach a complete Entry Tag to the front of mounted entries and the back of unmounted entries. Itemize all entries on Entry Form and include it with items being shipped. If more than one Entry Form is needed, staple them to the first page. Attach an Entry Tag to each piece of a campaign entry, listing the campaign's title, and label 1 of 3; 2 of 3; etc. List campaign entries only once on Entry Form.

Print Entry Preparation:
Two-sided items, such as Brochures and Annual Reports, should be unmounted for ease of handling, with Entry Tag on back.

Mount single-sided items such as Print Advertising, Logos, Stationery, etc. on single-weight black mat board with a 1" border. Attach an Entry Tag to front lower right corner.

Logos/Stationery - Please indicate name of the organization and type of product/service using no more than a six-word description (e.g., XYZ Company – Computer networking).

Print Campaigns needing more than one board should be fastened or hinged accordion style (z-fold with black tape binding) or stacked and securely clipped or banded together.

Submit Posters mounted with Entry Tag on front of board or rolled with Entry Tag on back (be sure tag can be seen when in rolled form). Submit a mounted 8x10 color photo or quality color copy for oversized entries such as displays, promotions, special events, outdoor boards and transit cards. Please mount on appropriate-size black mounting board and attach Entry Tag to front.

Television/Radio Entry Preparation:
Submit electronic entries in one of two ways: Mail courier or Internet upload. To upload files, visit the award's website, login with your user name and password then choose Upload Entries from the user menu.

- Television – Submit one spot per CD or DVD unless its a campaign. Name files same as Entry Title on Entry Form. Format entries as executable Windows Media files, Quicktime or MPEG video files. Attach an Entry Tag to sleeve/jewel case.

- Radio – Submit one radio spot per CD except campaign entries. MP3 or WAV file. Attach an Entry Tag to the sleeve/jewel case.

Video/Non-Broadcast/Film Entry Preparation:
Submit DVD or VHS cassette and attach an Entry Tag to protective sleeve. When entering a Video in two or more categories, attach additional Entry Tags to the entry. Entry fee is reduced to $45 for second or third submission of same video.

Website and Emerging Media Entry Preparation:
Submit screen shot and URL of Website entries and attach an Entry Tag. For E-Mail, and other Emerging Media entries, submit on CD-ROM and attach Entry Tag to the sleeve. When entering the same Website in two or more categories, include an additional Entry Tag on the screenshot. Entry fee is reduced to $45 for second or third submission of same website.

Interactive Media Entry Preparation:
Submit DVD and CD-ROM entries with Entry Tag attached to the front of the sleeve or case. Please specify if Macintosh® or Windows® version on label. When entering one CD/DVD in two or more categories, tape an additional Entry Tag to the CD/DVD case. Entry fee is reduced to $45 for second or third submission of same CD/DVD.

Multi-submission Discount - Videos, Websites, Interactive Media:
For Videos, Websites and Interactive Media, when entering the same entry in two or more categories, the first submission is $85 and the second or third submission is reduced to $45.

Integrated/Mixed Media Advertising Campaigns:
All components of an Integrated Campaign or Mixed Media entry must be enclosed in a large envelope or container that allows all pieces to remain together. Attach an Entry Tag to each enclosed piece specifying the total number enclosed PLUS attach an Entry Tag to the outside of the envelope with the total number of items enclosed.

Public Relations Programs Entry Preparation:
Submit a two-page summary with supporting documentation. Include situation analysis, research findings, execution strategy and evaluation.

How to Enter: Standard mail or on-line entry.

Standard Mail:
2009 Summit Creative Award
Shipping & Receiving
2533 NW Pinnacle Drive
Portland, OR 97229 USA
503-297-9979

Entry Form and Tags:
1. Download www.summitawards.com
2. E-mail request to sia@summitawards.com.

If more than one package is mailed, note in large letters on each: "Package___of___" (Example: ABC Company 1 of 2).

On-line Entry: www.summitawards.com.
Entering on-line is a two step process:
1. Registration
2. Delivery of materials (upload and/or mail)

For details on entering on-line, please visit the Summit Store.

SIA SUMMIT INTERNATIONAL AWARDS

2009 CATEGORIES

Use the following Letter/Number and icons to identify the category for each entry. If you are unsure which category is correct for an entry, e-mail us at sia@summitawards.com or call 1-503-297-9979.

Category additions and adjustments react to market and media trends Be sure to check for the latest changes.

ADVERTISING

Consumer Newspaper
CN 1. Newspaper Campaign (2-4 ads)
CN 2. Full page or larger
CN 3. Fractional page

Consumer Magazine
M 1. Magazine Campaign (2-4 ads)
M 2. Full page or larger
M 3. Fractional page

B2B/Trade Publication
BB 1. Campaign (2-4 ads)
BB 2. Full page or larger
BB 3. Fractional page

Outdoor
O 1. Campaign (2-4 ads)
O 2. Billboard
O 3. Transit/Airport/Subway
O 4. Other Outdoor

Radio (CDs only)
R 1. Campaign (2-4 spots)
R 2. Single spot < $1,000
R 3. Single spot $1,000 to $2,500
R 4. Single spot $2,500 +
R 5. Best use of Humor
R 6. Best use of Emotion
R 7. Other Audio

Television up to :60
T 1. Television Campaign (2-4 spots)
T 2. Single spot < $5,000
T 3. Single spot $5,000 to $10,000
T 4. Single spot $10,000 to $25,000
T 5. Single spot $25,000 to $50,000
T 6. Single spot $50,000 to $75,000
T 7. Single spot $75,000 to $100,000
T 8. Single spot $100,000 +
T 9. Best use of Humor
T 10. Best use of Emotion

Integrated/Mixed Media Ad Campaigns
Must have a common theme.
MM 1. Consumer – Local
MM 2. Consumer – Regional/National
MM 3. Business to Business
MM 4. Not-for-profit
MM 5. Guerrilla Marketing Campaign *NEW*

MARKETING MATERIALS

Print Items
PM 1. Campaign – B2B (2-4 items)
PM 2. Brochure - B2B Capabilities/Image
PM 3. Brochure - B2B Product/Services
PM 4. Campaign – Consumer (2-4 items)
PM 5. Brochure – Consumer Capabilities/Image
PM 6. Brochure – Consumer Product/Services
PM 8. Annual Report – Business
PM 9. Annual Report – Non-profit/Gov.
PM 10. Newsletter
PM 11. Invitation
PM 12. Holiday Card
PM 13. Announcement/Greeting
PM 14. Logo/TM – B2B Product*
PM 15. Logo/TM – B2B Service*
PM 16. Logo/TM – Consumer Product*
PM 17. Logo/TM – Consumer Service*
PM 18. Stationery/Corporate ID*
PM 19. Poster – Single
PM 20. Poster – Campaign (2-4 items)

Collateral/Other
CM 1. Sales Kit/Folder
CM 2. Product Sheet
CM 3. Catalog
CM 4. Magazine
NEW CM 5. Flyer
CM 6. Book
CM 7. Media/Press Kit
CM 8. Display/POP
CM 9. Trade Show/Display
CM 10. Packaging – Single
CM 11. Packaging – Series or Campaign
CM 12. Covers (magazine, book, DVD, video, etc.)
CM 13. Menu
CM 14. Calendar
CM 15. Specialty Item

Direct Marketing (Direct Mail)
DM 1. B2B - Campaign (2-4 items)
DM 2. B2B - 3-D Single
DM 3. B2B - Flat Single
DM 4. Consumer - Campaign (2-4 items)
DM 5. Consumer - Single

SPECIALTY

Industry Self-Promotion
Includes all materials promoting advertising agencies, graphic designers, video and multimedia producers, etc. These items should be entered in the Industry Self-Promotion categories and are not eligible in other categories except the Individual Specialty categories.
ISP 1. Campaign (2-4 items)
ISP 2. Brochure/Mailer
ISP 3. Stationery/Identity*
ISP 4. Logo*
ISP 5. Invite/Holiday Card/Announcement
ISP 6. Print Advertising
ISP 7. Website
ISP 8. Interactive Media
ISP 9. Specialty Item
ISP 10. Broadcast/Video
ISP 11. Other Industry Self-promotion

Best Idea Never Produced
BI 1. Campaign (2-4 items)
BI 2. Single Entry

Public Relations Programs
PR 1. Community Relations
PR 2. Events
NEW PR 3 Cause-Related/Sponsorship
PR 4. Other PR Program

Political
Includes ballot measures, political candidates, propositions and initiatives.
P 1. Campaign (2-4 items)
P 2. Print Advertising – Single
P 3. Broadcast Advertising – Single
P 4. Collateral
P 5. Other Political

Student Submissions
S 1. Campaign (2-4 items)
S 2. Brochure/Collateral
S 3. Logo Design/Corporate Identity
S 4. Print
S 5. Broadcast
S 6. Video
S 7. Website

SIA SUMMIT INTERNATIONAL AWARDS

Public Service/Advocacy

Public Service/Advocacy is communication that encourages public support or action in the solution to or remedy of problems that are common and/or of general interest or concern. Public Service's objective is the improvement/betterment of the public's health, education and/or welfare. Donated media are not a requirement. PSA entries are eligible in PSA and Individual Specialty categories.

PS 1. Single-medium Campaign (2-4 items)
PS 2. Multiple-media Campaign (2-4 items)
PS 3. Brochure/Collateral
PS 4 Poster
PS 5 Logo*
PS 7. Newspaper/Magazine
PS 8. Outdoor/Transit
PS 9. Radio
PS 10. Television
PS 11. Video
PS 12. Website

Individual Specialty, Craft or Technique

IS 1. Copywriting
IS 2. Art Direction/Graphic Design
IS 3. Illustration
IS 4. Photography
IS 5. Editing/Effects
IS 6. Direction
IS 7. 3-D Animation
IS 8. Web Graphics
IS 9. Flash
IS 10. Jingle/Music Score
IS 11. Editorial/Publishing

WORLD WIDE WEB

(Note discount when entering same site website in two or more categories - see Fees section.)

Sector – Web
WS 1. Website B2B – Image
WS 2. Website B2B – Product
WS 3. Website B2B – Service
WS 4. Website B2 Consumer – Image
WS 5. Website B2 Consumer – Product
WS 6. Website B2 Consumer – Service

Purpose – Web
WP 1. Microsite
WP 2. Sales
WP 3. Entertainment
WP 4. Recruiting
WP 5. Training
WP 6. Education
WP 7. Portal
WP 8. E-Commerce
WP 9. Landing Page
WP 10. Product Demo
RD 6. Website Redesign

Specific Target – Web
WT 1. Educational Institution
WT 2. Non-profit
WT 3. Government
WT 4. Retail
WT 5. Health/Medicine
WT 6. Travel/Tourism/Nature
WT 7. Membership site
WT 8. Women's Audience
WT 9. Men's Audience
WT 10. Youth Audience
WT 11. Senior Audience
WT 12. Community
WT 13. Games/Game Related
WT 14. Health/Lifestyle
WT 15. Movie/Film/Music
WT 16. Other

Emerging Media
EM 1. Online Campaign (2-4 items)
EM 2. Online Advertising
EM 4. Other
EM 5. E-Mail – Campaign
EM 6. E-Mail – Single
EM 7. E-Newsletter/Zine
EM 9. Blog
EM 10. Podcasts
EM 11. Word of Mouth
EM 12. Viral
VP 10. On-line Video

VIDEO/FILM/
NON-BROADCAST

(Note discount when entering same video in two or more categories - see Fees section.)

Budget – Video
VB 1. < $5,000
VB 2. $5,000 to $10,000
VB 3. $10,000 to $25,000
VB 4. $25,000+

Purpose – Video
VP 1. Corporate Image/PR
VP 2. Government
VP 3. Sales
VP 4. Fundraising
VP 5. Recruiting
VP 6. Training
VP 7. Product/Service Promotion
VP 8. Education
VP 9. Entertainment
VP 10. On-line Video
VP 11. Employee Communications
VP 12. Direct Marketing Video

Specific Target – Video
VC 1. Educational
VC 2. Safety/Security
VC 3. Travel/Tourism/Nature
VC 4. History/Biography
VC 5. Health/Medicine
VC 6. Non-for-profit
VC 7. Hobby/Crafts
VC 8. Sports
VC 9. Youth Audience
VC 10. Video for Sale
VC 11. Music/Concert
VC 12. Infomercial
VC 13. Television Program
VC 14. Documentary/Feature
VC 16. Video – Other

INTERACTIVE MEDIA
(CD-ROM / DVD)

NEW

(Note discount when entering same disc in two or more categories - see Fees section.)

Sector – Interactive Media
IMS 1. Business to Business
IMS 3 Consumer

Purpose – Interactive Media
IMP 1. Corporate Image/PR
IMP 2. Sales
IMP 4. Training
IMP 5. Education
IMP 7. Entertainment

Specific Target – Interactive Media
IMT 1. Educational Institution
IMT 2. Safety/Security
IMT 3. Travel/Tourism/Nature
IMT 4. History/Biography
IMT 5. Health/Medicine
IMT 10. DVD/CD-ROM – Commercial Sale
IMT 11. Interactive Media – Other

REDESIGN/REBRAND
(BEFORE/AFTER)
RD 1. Logo
RD 2. Brand
RD 3. Collateral
RD 4. Print Advertising
RD 5. Broadcast
RD 6. Website

NEW # GREEN MARKETING

Green Marketing is the marketing and promotion of products/service on the basis of environmental sensitivity.
RD 1. Logo
RD 2. Brand
RD 3. Collateral
RD 4. Print Advertising
RD 5. Broadcast
RD 6. Website

SIA SUMMIT INTERNATIONAL AWARDS

SUMMIT CREATIVE AWARDS

ENTRY FORM

CONTACT INFORMATION:

Company Name: _____

Company Email: _____

Industry: _____

Mailing Address: _____

City: _____

State/Province: _____

Zip/Postal Code: _____

Country: _____

Contact Name: _____

Contact Email: _____

Your job function: _____

Website: _____

Phone: _____

Fax: _____

(Outside US and Canada, please include country code with phone and fax)

ENTRY INFORMATION: List all entries. If you need additional space, copy form and attach to original.

(awards use only)	Category Ltr/#	Entry Title:	Client Name:	Entry Fee:

Please include: Entry Form with attached payment and entries with attached Entry Tags.

Total Entry Fees $ _____

ENTRY DEADLINE: JANUARY 26, 2009

ENTRY FEES:

$65	Newspaper	Collateral Materials
	Magazine	Direct Marketing
	Outdoor	Marketing Materials
	Television	Emerging Media
	Radio	
$85	Redesign/Rebrand	Public Relations programs
	Campaign Entries	
$85**	Websites	Videos/Films/Non-broadcast
	Interactive CD/DVD	

**When entering the same ** entry in two or more categories, the first submission is $85 and the second and/or third is reduced to $45.

$85	Campaign Single Medium
$135	Campaign Multiple/Mixed
$25	Student Single Entries
$45	Student Campaign Entries

PAYMENT INFORMATION:

☐ Card # _____

Exp. _____/_____ Signature: _____

Check ☐ *Please make sure check is payable in U.S. funds to the Summit Creative Awards and staple to the front of this Entry Form.*

SIA SUMMIT INTERNATIONAL AWARDS

SUMMIT BOS   SUMMIT GOLD   SUMMIT SILVER   SUMMIT BRONZE

Internal use only

ENTRY TAG

Category Ltr/# _____ _____

Entry Title _____

Correspond w/ Title on Entry Form

Securely attach tape and Entry Tag to each entry. Campaign Item ___of___
(1 of 3, 2 of 3, etc.)

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