

The 2010 Summit Creative Award 16th Annual Call for Entries

DEADLINE: JANUARY 25, 2010

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 ordinary.

Throughout its sixteen-year history, the SIA has established itself as 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 participate on our jury panels. They represent small, medium and large firms and universities, and all are tops in their fields. Firms include: Restaurant.com, 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.

2010 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 be evaluated by their peers and 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-

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

297-9979. All work submitted must have been completed within the last two calendar years: 2008 and 2009 up through the final deadline. 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 non-English entries. There is no limit to the number of entries a contestant may enter. Some entries may qualify for multiple categories; if so, treat as separate submissions. The Awards reserves the right to reclassify incorrectly classified entries. All entries become the property of the Awards and cannot be returned. We respect and acknowledge the intellectual copyright of the entering firms' creative work and fully protect those rights.

Awarding Winners - Winning entries receive the coveted 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. Winners are sent a winner packet by standard mail.

Submission Deadline - Entries must be postmarked by Monday, January 25, 2010. Extensions must be approved; call 503-297-9979 or e-mail sia@summitawards.com.

Entry Fees:

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

\$85 - PR Programs
 - Redesign/Rebrand
 - Websites
 - Videos/Films/Non-broadcast
 - Interactive Media CD/DVDs

\$45 Multi-submission Discount

When entering the same TV, Radio, Video, Interactive Media or Website in two or more categories, the first is the regular fee (\$65 or \$85) and second or third is \$45.

Campaign Entries (Multi-item entry):

\$85 Single Medium Campaign

\$135 Integrated/Mixed Media Campaign (all category MM)

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; \$50 Student Campaign

Entrants must be a full or part-time students. Work may be created specifically for the Summit Awards or submitted from prior school projects or competitions. Work developed for paying clients 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.

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REGISTRATION AND ENTRY PREPARATION:

There are two ways to enter: standard mail and on-line using the Summit Store/Upload.



ENTERING ON-LINE

Go to the on-line Summit Store and shop for categories that correspond with your submissions. When finished adding all submissions, select Checkout. After providing address and payment information, and before final confirmation, you will have the opportunity to upload files. Once finished uploading, Bind files and then select Confirm Order. When done, you will receive an order confirmation e-mail. For projects being mailed, attach an Entry Tag, enclose a copy of e-mail confirmation and send to the SIA receiving address. Visit the on-line Summit Store for more details on on-line submitting and entry preparation information.



ENTERING VIA STANDARD MAIL

To enter using standard mail, use an Entry Form to indicate categories and to itemize your submissions. Each submission will then have an Entry Tag attached indicating its category and the submission's name.



Entry Tags and Entry Form: (available on-line or via e-mail)

For mailed submissions, securely attach an 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 approx. 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 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. Mount on black mounting board and attach Entry Tag to front lower right corner.



Television/Radio Entry Preparation:

Submit TV/radio 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. Indicate Upload on Entry Form.

- Television – Submit one spot per CD or DVD unless it's a campaign and attach an Entry Tag to case. Name files same as Entry Title on Entry Form. Format entries as executable Windows Media files, Quicktime or MPEG video files.
- Radio – Submit one radio spot per CD except campaign entries. Format as MP3 or WAV file. Attach an Entry Tag to the sleeve/jewel case.



Video/Non-Broadcast/Film Entry Preparation:

Submit DVD or cassette and attach an Entry Tag to protective sleeve.



Website and Emerging Media Entry Preparation:

For live Websites and Emerging Media, submit screen shot with visible URL. For off-line Websites and Emerging Media, submit on CD/DVD with attached Entry Tag.



Interactive Media Entry Preparation:

Submit DVD and CD-ROM entries with attached Entry Tag/ Please specify if Macintosh® or Windows® version on label.



Multi-submission Discount - TV, Radio, Videos, Websites, Interactive Media:

For Television, Radio, Videos, Websites and Interactive Media, when entering the same entry in two or more categories, the first submission is the regular entry fee (\$65 or \$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.



On-line Entry:

Visit the on-line Summit Store for more details on on-line submitting and entry preparation information.



Standard Mail:

2010 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: "Company Name ___of___" (Example: ABC Co. 1 of 2).

ENTRY DEADLINE: JANUARY 25, 2010

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2010 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)

Radio by Sector:

- RS 1. Consumer Product/Service NEW
- RS 2. Corporate/Public Image NEW
- RS 3. Retail NEW
- RS 4. Healthcare/Medicine NEW
- RS 5. Financial NEW
- RS 6. Food/Beverage NEW
- PS 9. Public Service Radio NEW

Radio by Budget:

- 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

Television by Sector:

- TS 1. Consumer Product/Service NEW
- TS 2. Corporate/Public Image NEW
- TS 3. Retail NEW
- TS 4. Healthcare/Medicine NEW
- TS 5. Financial NEW
- TS 6. Food/Beverage NEW
- PS 10. Public Service Television NEW

Television by Budget:

- 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+
- 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
- MM 6. Complete Branding Package
- MM 7. Sales Presentation
- MM 8. New Product Launch



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/Flyer
- CM 3. Catalog
- CM 4. Magazine
- CM 5. Signage
- 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
- VP 12. Direct Marketing Video



EMERGING MEDIA

- EM 1. Online Campaign (2-4 items)
- EM 2. Display Advertising
- EM 3. Rich Media Advertising
- EM 4. Social Media
- EM 5. E-Mail – Campaign
- EM 6. E-Mail – Single
- EM 7. E-Newsletter/Zine
- EM 8. Mobile Marketing
- EM 9. Blog
- EM 10. Podcasts
- EM 11. Interactive/Online Marketing
- EM 12. Viral Marketing
- EM 13. Electronic Greeting/Holiday Card
- EM 14. Other Emerging Media
- VP 10. On-line Video

* See Logo/Stationery entry preparation.

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SPECIALTY

Industry Self-Promotion

Includes all materials promoting advertising agencies, graphic designers, video and multimedia producers, etc. These items not eligible in other categories except Individual Specialty categories.

- ISP 1. Campaign (2-4 items)
- ISP 2. Brochure/Mailer/Collateral
- 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. Email
- ISP 12. 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
- PR 3. Cause-Related/Sponsorship
- PR 4. Business to Business
- PR 5. Other PR Program

Political/Advocacy

Includes ballot measures, political candidates, propositions and initiatives or general advocacy.

- 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

Public Service Announcement

Public Service Announcements encourages public support or action for a solution to a problem that is common or of general interest or concern. Public Service's objective is the improvement/betterment of the public's health, education and/or welfare. Not limited to donated media. 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 6. Stationery/Identity
- PS 7. Newspaper/Magazine
- PS 8. Outdoor/Transit
- PS 9. Radio
- PS 10. Television
- PS 11. Video
- PS 12. Website

Green Marketing

Green Marketing is the marketing and promotion of products/service on the basis of environmental sensitivity.

- G 1. Campaign (2-4 items)
- G 2. Print Advertising - Single
- G 3. Broadcast Advertising - Single
- G 4. Collateral
- G 5. Website
- G 6. Video
- G 7. Other Green Marketing

Individual Specialty

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



REDESIGN/REBRAND

(before/after)

- RD 1. Logo
- RD 3. Collateral
- RD 4. Print Advertising
- RD 5. Broadcast
- RD 6. Website
- RD 7. Other Redesign



WORLD WIDE WEB

Note discount when entering same site 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
- WP 11. Service
- 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 Website

* See Logo/Stationery entry preparation.



NON-BROADCAST VIDEO/FILM

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/Teaching
- VP 9. Entertainment
- VP 10. On-line Video
- VP 11. Employee Communications
- VP 12. Direct Marketing Video

Specific Target - Video

- VC 1. Educational Institution
- 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 NEW
- 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)

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

