The 2011 Summit Creative Award

17th Annual Call for Entries

FINAL DEADLINE: March 2, 2011

Summit Creative Award®

Small and medium-size agencies worldwide produce a great deal of outstanding advertising, 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 have long deserved. This international competition offers participants a unique opportunity to showcase their talents alongside similarly positioned agencies, and to have their work judged by experts in the advertising field. Our exclusive award-selection process means winners have earned the right to broadcast their achievements far and wide.

Companies and individuals from more than 50 countries and across five continents have participated in this prestigious 17-year competition - the first and best of its kind.

Our organization, whose aim is to laud the creative work of less-than-huge agencies, makes competition affordable and accessible. We offer multiple entry discounts, streamlined internet submissions, many ways to tout winner's achievements, and a friendly, knowledgeable customer service staff. Award certificates and internet medallions are free to winners, and elegant custom trophies are optionally available as well.

Summit International Awards

The Summit International Awards (SIA) organization is dedicated to furthering excellence in the communications industry. It administers three distinguished award competitions throughout the year with the goal of raising the awareness of companies and individuals who have the creative and marketing talent to go beyond the ordinary.

The SIA is the oldest and most prestigious organization conducting an award exclusively for firms with limited billings. Throughout its seventeen-year history, its Creative Award 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 whose work exemplifies the best in its class.

Our organization stands apart by offering a true competitive environment where entries are judged alongside those of their peers, and makes its competitions affordable and accessible to the industry by offering multiple entry discounts, streamlined internet submissions and a friendly, knowledgeable customer service staff. Companies from all over the world invest their promotional dollars for the opportunity to be recognized as a Summit International Award winner.

Mark your calendar for our three annual award competitions:

- SCA - Summit Creative Award, *March 2, 2011*
- MEA - Summit Marketing Effectiveness Award, *June 22, 2011*
- EMA - Summit Emerging Media Award, *September 21, 2011*

SIA SUMMIT INTERNATIONAL AWARDS

GUIDELINES

The Summit Creative Award is for organizations with annual billings below $30 million. Some organizations are limited to lower maximum billings.

To determine eligibility for a company that does not fall clearly into one of the above categories, e-mail *sia@summitawards.com* or call 503-297-9979.

- All work submitted must have been completed within the last two calendar years of the final deadline.
- Entries may not have been previously entered in the SCA competition unless 51% of the work has been revised.

ORGANIZATION	MAXIMUM BILLINGS *(in millions)*
Advertising agencies, public relations, advertisers (In-house marketing depts), multimedia producers, interactive firms	$30
Video/film/audio production, web design, animation companies	$25
Graphic design, display/package design	$20
Commercial art/photography	$15

- The awards may request proof of initial production, publication and/or air date.
- 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.
- Judges reserve the right to make no award in a category if submissions do not meet their expectations.
- 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 we will fully protect those rights.

WINNERS

Winning entries receive the coveted Best of Show, Gold, Silver or Bronze awards. Our high-quality custom trophies are a symbol of creative excellence, and demonstrate that your firm has achieved the pinnacle of advertising and marketing communication. Please see the award's website for the optional trophy selections available to winners.

Judges select Best of Show from among Gold winning entries. Only one Gold winner is selected in a category unless there is a tie. To protect SCA and winner's integrity, the competition's bylaws limit the number of winning entries.

SCA judges from around the globe participate on our jury panels. They represent small, medium and large firms as well as universities, and all are tops in their fields. Judges are from entities such as: Wieden & Kennedy, Tribal DDB, Turner Studios, Promoseven McCann Network, Grey Advertising, MWW Group, TBWA/Chiat/Day, Y&R, The Art Institute, New York University, Leo Burnett, Ogilvy & Mather, Saatchi & Saatchi, and XM - Hong Kong.

BENEFITS

Association with the prestige of an SIA competition is press-worthy and garners media exposure.

The SIA is committed to helping winners make the most of their success. Winners are publicized through various media, social networks and at the award's website: www.summitawards.com.

The SIA is the only awards organization to offer winner microsite profiles. The microsites are free, fully customizable company profiles hosted on our highly trafficked website, which drives traffic to winners' sites. Past winners have had thousands of visitors explore their microsite profiles, increasing their website's prominence and visibility on the internet.

These microsite profiles offer an easy-to-use, built in WYSIWYG editor, space to upload images of winning entries, and links to winners portfolios. The metatag spider locates winner's sites metatags which significantly increases web rankings. These profiles are visited by companies who search out winners accomplishments while making decisions about where to invest their advertising dollars.

JUDGING

The SIA has the distinct foresight to use world-class judges in the industry and previous top SCA winners that have the know-how to evaluate the merits of advertising creativity. Entries are judged against other submissions in their category instead of compared to an arbitrary standard, creating a true competitive environment. This means that winners not only meet a minimum standard, but truly stand out from the crowd.

Submissions are judged on 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, Broadcast and Interactive Media.

The awards employs blind judging; company names are withheld. Judging lasts from late February through April. Entrants are notified of award results electronically, and winners are sent a congratulatory packet by standard mail late-April.

DEADLINE

Entries must be postmarked by **Wednesday, March 2, 2011**. Extensions must be approved.

QUESTIONS

Telephone: 503-297-9979
E-mail: *sia@summitawards.com*

REGISTRATION

There are two ways to enter: standard mail and online using the Summit Store.

For standard mail, use the Entry Form and Entry Tags available on the award's website.

For online, use the Summit Store and either upload or mail creative samples with Entry Tags.

ENTRY FORM AND TAGS

Download: www.summitawards.com *or*
E-mail request: *sia@summitawards.com*

Entry Form   Entry Tags

DELIVERY

2011 Summit Creative Award
Shipping & Receiving
2533 NW Pinnacle Drive
Portland, OR 97229 USA
503-297-9979

SIA SUMMIT INTERNATIONAL AWARDS

Entry Fees

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

$85
- Emerging Media
- PR Programs
- Redesign/Rebrand
- Non-broadcast/Video/Film
- Interactive Multimedia
- Websites

Multi-submission Discount $45
When entering the same Television, Radio, Video, Interactive Multimedia, Website or Emerging Media in two or more categories, the first submission is the regular fee ($65 or $85) and second and/or third is discounted to $45.

Campaigns
$95 Single Medium Campaign
$165 Integrated/Mixed Media Campaign (*MM categories*)
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. Multi-item submissions entered as single entries are either separated and considered single entries or reclassified as a campaign. Additional fees apply.

Student Submissions
$25 Single **$50** Campaign
Entrants must be a full- or part-time student. Work may be created for the SCA 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 or freelancers may call to see if they qualify for a discounted entry fee.

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

For standard mail, use the Entry Form and Entry Tags. Refer to detailed entry preparation below.

For online, use the Summit Store and either upload or mail creative samples with Entry Tags. See Summit Store for uploading file formats, preparation and size restrictions.

Standard Mail Registration:
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:
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. For mailing, use the following file conventions:

- 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 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 or publish is sub-directory of your firms site.

Interactive Multimedia Entry Preparation:
Submit DVD, CD-ROM or URL entries with attached Entry Tag. Please specify if Macintosh® or Windows® version on disc label.

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

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

SIA SUMMIT INTERNATIONAL AWARDS

2011 CATEGORIES

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 or upload)
Radio by Sector:
RS 1. Consumer Product/Service
RS 2. Corporate/Public Image
RS 4. Healthcare/Medicine
RS 5. Financial
RS 6. Food/Beverage
PS 9. Public Service Radio

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 (CD/DVDsor upload)
Television by Sector:
TS 1. Consumer Product/Service
TS 2. Corporate/Public Image
TS 3. Retail
TS 4. Healthcare/Medicine
TS 5. Financial
TS 6. Food/Beverage
PS 10. Public Service Television

Television by Budget:
T 1. Television Campaign (2-4 spots)
T 2. Single spot < $5,000
T 3. Single spot $5,000 to $25,000
T 4. Single spot $25,000 to $50,000

T 5. 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/Advertising 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

Redesign/Rebrand (before/after)
Include the before and after for each submission.
Before website can be printed screenshot.
RD 1. Logo Redesign*
RD 3. Collateral Redesign
RD 4. Print Advertising Redesign
RD 5. Broadcast Redesign
RD 6. Website Redesign
RD 7. Other Redesign/Rebrand

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

SPECIALTY/INDUSTRY SPECIFIC

Industry Self-Promotion
Includes all materials promoting advertising agencies, graphic designers, video and multimedia producers, etc. These items not eligible in other categories except the 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. E-mail
ISP 12. Other Industry Self-promotion

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

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

* See Logo/Stationery entry preparation.

FINAL EXTENDED DEADLINE: MARCH 2, 2011

SIA SUMMIT INTERNATIONAL AWARDS

SUMMIT GOLD **SUMMIT SILVER** **SUMMIT BRONZE**

Political/Advocacy

Includes ballot measures, political candidates, propositions, initiatives and issue advocacy.

P 1. Campaign (2-4 items)
P 2. Print Advertising - Single
P 3. Broadcast Advertising - Single
P 4. Collateral
P 5. Other Political

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 7. Newspaper/Magazine
PS 8. Outdoor/Transit
PS 9. Radio
PS 10. Television
PS 11. Video
PS 12. Website

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 Marketing
EM 6. Online Application
EM 7. E-Newsletter/Zine
EM 8. Mobile Marketing
EM 9. Experiential Marketing
EM 10. Mobile Application
EM 11. Interactive/Online Marketing
EM 12. Viral Marketing
EM 13. Electronic Greeting/Holiday Card
EM 14. Other Emerging Media
VP 10. Online Video

WEBSITES

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. Website - Other

INTERACTIVE MULTIMEDIA

Multimedia applications designed to promote interaction with the user (includes CD-ROM, DVD, or Web applications).

IM 1. Corporate Image/PR
IM 2. Sales
IM 3. Online Game
IM 4. Training
IM 5. Education
IM 6. Entertainment
IM 7. Business to Business
IM 8. Consumer
IM 9. Educational Institution
IM 10. Safety/Security
IM 11. Travel/Tourism/Nature
IM 12. History/Biography
IM 13. Health/Medicine
IM 14. DVD/CD-ROM - Commercial Sale
IM 15. Interactive Media - Other

NON-BROADCAST VIDEO/FILM

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. Online 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. Not-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

Public Relations Programs

PR 1. Community Relations
PR 2. Events
PR 3. Cause-Related/Sponsorship
PR 4. Other PR Program
PR 5. Business to Business

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

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

* See Logo/Stationery entry preparation.

FINAL EXTENDED DEADLINE: MARCH 2, 2011

SIA SUMMIT INTERNATIONAL AWARDS

SCA SUMMIT CREATIVE AWARD

Entry Form

Ship packages to:
The Summit Creative Award
Shipping & Receiving
2533 NW Pinnacle Drive
Portland, OR 97229 USA
1-503-297-9979

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: MARCH 2, 2011

ENTRY FEES:

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

$45 Multi-submission Discount
When entering the same TV, Radio, Video, Interactive Media, Website or Emerging Media in two or more categories, the first is the regular entry fee ($65 or $85) and the second and/or third is reduced to $45.

$95 Campaign Single Medium

$165 Campaign Multiple/Mixed Media

$25 Student Single Entries

$50 Student Campaign Entries

PAYMENT INFORMATION:

☐ Card # _____

Exp. _____/_____ Signature: _____

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

SIA SUMMIT INTERNATIONAL AWARDS

Internal use only

Category Ltr/# _____ **ENTRY TAG**

Entry Title _____

Correspond w/ Title on Entry Form

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

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