**MASHSMD EXCELLENCE AWARDS ENTRY TEMPLATE**

You may delete this first page before submitting your entry.

**Steps to enter:**

1. Create each entry individuallyby filling out this entire entry form once for each entry. We recommend filling out the contact information portion and duplicating the file if you will be submitting multiple entries.
2. Include the contact information for the individual who is responsible if assistance is needed with the entry.
3. Complete your situation, strategy and success story. This is the meat of your entry and the most important piece (limit 500 words for each area).
4. Name this entry file with your organization and project name.
5. Create a .zip file with your entry and any supporting materials (images, plans, content pages, etc.). Supporting materials must accompany your entry. Supporting materials are how the judges review your entry. There is a maximum of three supporting documents. Videos should be submitted as a LIVE LINK to YouTube, Vimeo or your website.
6. On the submission page, upload the .zip file containing your entry and any supporting materials. You will need one .zip file for each entry.
7. After submitting all entries, submit payment.

**CATEGORIES**

You may submit project nominations under six (6) different categories. You may submit multiple nomination entries but you may not enter the same project in multiple categories. For each category, there will be a Bronze, Silver and Gold award. There will also be one Platinum award (best overall).

**Integrated Marketing Campaigns:** Includes multi-channel initiatives working toward the same goal. Entries can include social media, email, website content, print collateral, advertising, events and other marketing and advertising efforts.

**Advertising**: Includes content, creative and planning for all forms of advertising. Including but not limited to: TV, print, radio, digital, OOH, billboard and transit advertising.

**Public Relations and Communications**: Includes PR campaigns, crisis communications, community outreach, grassroots, events and internal communications.

**Content Creation and Management**: Includes blogs, articles, newsletters, ebooks, whitepapers as well as content strategy and management.

**Branding, Design and Visuals**: Includes photography, video, or graphic design for marketing material as well as logo and visual branding design.

**Innovative and Emerging Strategies**: Includes the use of AR/VR, AI and other cutting-edge technologies in campaigns, innovative data analytics applications, creative use of resources to solve a problem, as well as strategic plans and marketing plans.

**Be sure to fill out every field exactly as you want it to appear on the award.**

**Entry Name:**

**Healthcare Organization:**

**Supporting Organization or Agency:**

**Recognized Author(s) or Contributor(s):**

**Summary of Entry:**

Write a 50-word summary of your entry as you would want it to appear in an award announcement.

**SITUATION, STRATEGY, SUCCESS STORY**

The information you’ll share with the judges is collected in the submitted template. Below are recommendations for the kind of information that should be included in each field. These parameters are guidelines, not requirements. **You may delete the instructions for each area and replace them with your information.**

**The Situation (500-word limit)**

Describe the factors in the marketplace or organization that created the need for this publication/ project/campaign, etc. Explain the problem(s), opportunity(s) and objectives(s) that guided the development of the strategy/project/campaign, etc.

**The Strategy (500-word limit)**

Discuss the techniques, methods and approaches used to achieve your objectives and/or solve the problem.

**The Success (500-word limit)**

Describe the outcome of your strategy/project/campaign, etc. What led to the success of the endeavor? What metrics were used to determine success?

Provide both quantitative and qualitative documentation of the success of the project, such as inquiries, patient visits, sales generated, press clippings, or positive feedback that demonstrates that you met objectives. The results documentation must contain factual information and should confirm the achievement of the set goals. All supporting materials should be uploaded as part of your entry.