

# 3AF 2017 Awards Competition



ASIAN AMERICAN ADVERTISING FEDERATION

## MARKETER/CLIENT OF THE YEAR ENTRY FORM

<b>Client's Name:</b>		
<b>Client's Address:</b>		
<b>Client's Email:</b>		
<b>Client's Contact Numbers:</b>	<b>Work:</b>	<b>Cell:</b>
<b>Date:</b>		
<b>Number of years working with client:</b>		
<b>Nominator's Name:</b>		
<b>Nominator's Title:</b>		
<b>Nominator's Address:</b>		
<b>Nominator's Email:</b>		
<b>Nominator's Contact Number:</b>	<b>Work:</b>	<b>Cell:</b>
<b>Payment:</b>	<b>Check Number:</b>	
	<b>PayPal Transaction Date &amp; ID:</b>	

# 3AF 2017 Awards Competition

Please answer the following about your Marketer/Client Nominee. You may attach separate sheets of paper as necessary:

**How does the candidate mobilize their organization internally around Asian American marketing?**

**How does the candidate vocalize their support for the Asian American market?**

# 3AF 2017 Awards Competition

**How does the entrant use Asian American community insights to create innovative approaches and methodologies?**

**Does the candidate use creative problem solving or collaborate with Asian American community partners? How?**

# 3AF 2017 Awards Competition

**How do the results show progress towards meeting the organization's goals?**

**How do the results show a positive impact on the Asian American community?**

**Please submit this entry form along with all the required campaign samples electronically via email to [awards@3af.org](mailto:awards@3af.org). Entry fee of \$275 payment is required and accepted by Paypal with a ten percent credit card fee added or check made payable to the Asian American Advertising Federation by Friday, April 21, 2017.**

**Please mail check payments to:  
Asian American Advertising Federation  
6230 Wilshire Blvd. Suite 1216  
Los Angeles, CA 90048**

# 3AF 2017 Awards Competition

## List of Samples for Consideration:

All contestants must submit a completed entry form for the desired category along with all other necessary materials by email to [awards@3af.org](mailto:awards@3af.org) with the email subject heading titled:

**Award Category – Agency/Nominator Name – Marketer/Client Name**

Example: “Marketer/Client – IW Group – McDonalds”

**Optional:** Sample of nominee’s marketing campaign and/or other related materials may be submitted.

Work and creative samples (documents, images, and videos) should be named appropriately (see below) and zipped into a single file. Entrants have the option of uploading materials to file share services such as [www.yousendit.com](http://www.yousendit.com) or [www.dropbox.com](http://www.dropbox.com) and will email the submission link to [awards@3af.org](mailto:awards@3af.org).

- File Naming: Must include the **Award Category – Agency/Nominator Name – Marketer/Client Name**
- File sizes should be limited to under 100mb per submission
- Preferred File Format for Print or Images: jpg, gif, png, pdf
- Preferred File Format for Videos: mpg, mov, mp4, flv, avi

<u>File Name</u>	<u>File Type / Format</u>