

3AF 2017 Awards Competition



ASIAN AMERICAN ADVERTISING FEDERATION

MARKETING RESEARCH PARTNER OF THE YEAR ENTRY FORM

Nominee's Name:		
Nominee's Address:		
Nominee's Email:		
Nominee's Contact Number:	Work:	Cell:
Campaign Title:		
Name of Client or Project:		
Nominator's Name:		
Nominator's Title:		
Nominator's Address:		
Nominator's Email:		
Nominator's Contact Number:	Work:	Cell:
Payment:	Check Number:	
	PayPal Transaction Date & ID:	

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Please answer the following about your marketing researcher nominee. You may attach separate sheets of paper as necessary:

How does the marketing researcher embody a proactive strategic approach to the working relationship, beyond an executional vendor, to understand the market macro dynamics, consumer segmentation profiling, brand portfolio, business objectives, etc.?

How does the marketing researcher incorporate innovative uses of research, including new methodologies or non-traditional tools?

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How does the marketing researcher facilitate extraordinary insight mining that provides deeply powerful and provocative insights?

How does the marketing researcher genuinely partner with the agency and brand as key stakeholders in guiding the research design strategy and application?

Please submit this entry form along with all the required campaign samples via email to awards@3af.org. For Entry Fee of \$275: payment is accepted through Paypal with a ten percent fee added or check made payable to the Asian American Advertising Federation by Friday, April 21, 2017. Mail checks to:

Asian American Advertising Federation
6230 Wilshire Blvd., Suite 1216
Los Angeles, CA 90048

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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 with the email subject heading titled:

Award Category – Agency/Nominator Name – Researcher Name

Example: “Research – K&L – Simmons”

Optional: Samples 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 or www.dropbox.com and will email the submission link to awards@3af.org.

- File Naming: Must include the **Award Category – Agency/Nominator Name – Researcher 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>