

3AF 2017 Awards Competition



ASIAN AMERICAN ADVERTISING FEDERATION

MEDIA PARTNER OF THE YEAR ENTRY FORM

Media Partner's Name:		
Media Partner's Address:		
Media Partner's Email:		
Media Partner's Contact Number:	Work:	Cell:
Date:		
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 Media Partner Nominee. You may attach separate sheets of paper as necessary:

How do the media partner's actions demonstrate a desire for a long-term relationship, rather than a "quick hit and run"?

Does the media partner understand the marketing objectives (of the agency and/or the client) and is he/she working toward fulfilling those goals, rather than producing sales? How?

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How does the media partner work toward providing efficient solutions and options, rather than obstacles and ultimatums?

Does the media partner work for the agency or client with negotiating their own internal politics/company? How?

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Does the media partner endeavor to create solutions, rather than provide “cookie cutter” ideas from plan to plan, client to client, or year to year? How?

Does the media partner try to push the agency and client (successfully or unsuccessfully) to think "outside the box" and try new things? How?

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 credit card 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 – Media Partner Name

Example: “Media Partner – DAE – KTSF”

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 – Media Partner 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>