

3AF 2017 Awards Competition



ASIAN AMERICAN ADVERTISING FEDERATION

NEW MARKETER/NEW CLIENT OF THE YEAR ENTRY FORM

Client's Name:		
Client's Address:		
Client's Email:		
Client's Contact Numbers:	Work:	Cell:
Date:		
Number of years working with client:		
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 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?

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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?

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

How do the results show a positive impact on and long term commitment to the Asian American community?

**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 – Marketer/Client Name

Example: “New 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 or www.dropbox.com and will email the submission link to 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>