

# Avoiding 7 Deadly Sins of REGGIE Award Preparation

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How to write/prepare better REGGIE entries

PMA Webinar

January 4, 2012



# Welcome!

- Welcome to the PMA Reggie Awards. We're here to help make the process less overwhelming!
- Every entry has an equal chance to win in its category... but good preparation and better written entries have a better chance to win
- This webinar will help crack the code on what will make the winning difference for your Reggie entries... and avoiding those 7 Deadly Sins!



# Winning REGGIE Awards – Secrets Revealed!

- Over the last nearly 7 years, I've helped to write and prepare over 100 Reggie awards. I've had the pleasure of working with the world's best brands and agencies... reviewing their work, identifying the best candidates for entry and developing the most impressive submissions we could manage.
- Like many of my peers, I often wondered why some promotions won REGGIE Awards, whereas others (perhaps more deserving ones) did not win.
- Then, I became a judge... boy was that an eye opener!
- Winning Campaign = Winning ENTRY!



# Forewarned is Forearmed! Avoid those 7 Deadly Sins!

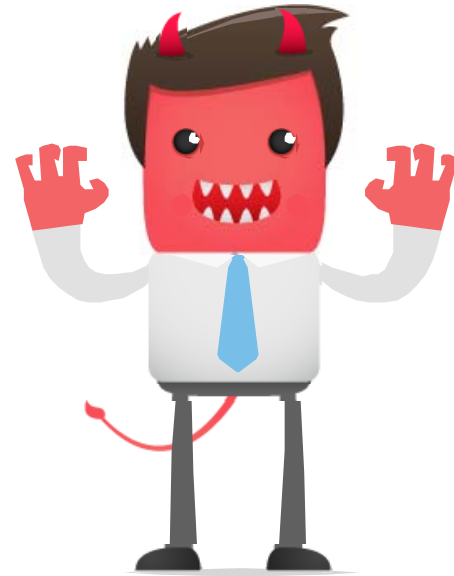
Brush that “devil of doubt”  
off your shoulder and get prepared!

- For promotional marketing professionals, you’d think this would be easy, right?
  - We are communication strategists/experts across all media
  - Our industry influences shopping and purchase behavior
- Yet, we don’t apply the same rigor to writing REGGIE Award entries that we apply to writing an FSI or case card



# Avoiding the 7 Deadly Sins of REGGIE Award submissions

- 1) Irrelevant Work
- 2) Right case... Wrong category
- 3) Tangential, Flowery Write-ups
- 4) Presentation Paralysis
- 5) Blah, Blah, Blah
- 6) Sizzle...not substance
- 7) Tackling it alone



# 1. Submitting Irrelevant work

- Is the entry “REGGIE-worthy?” ... your best work?
- Can you make a convincing case with available materials?
- Results count: Do you have relevant results? The best of the best promotions and campaigns make the register ring!
- Get CLIENT approval! (From marketing and/or legal)



**Identify Reggie-worthy Work. Be Honest with yourself and your work.**



## 2. Right Case... Wrong category

- Be sure you are entered in the correct category
- If you feel your submission is an award-winning entry and it qualifies for multiple categories, then do so
- Keep in mind that your entry will be judged against different criteria based on category descriptors
- Judges will evaluate your entry based on all entries submitted for the specific REGGIE category

*Caution: Avoid over-entering multiple categories for integrated campaigns unless the part of that integrated campaign that is relevant for the specific category is truly “REGGIE-worthy”*

  
Right Case... Relevant Category



# Make Sure You Entered the Right Category

## Existing Categories

- National Consumer (\$5MM+, \$1-5MM, <\$1MM)
- Local/Regional Campaigns (\$1MM+, <\$1MM)
- B2B (no budget parameters)
- Digital Campaigns
- Best Cause/Green/Corporate Responsibility Campaign (no budget parameters)
- Experiential Marketing (\$1MM+, <\$1MM)
- Shopper Marketing (no budget parameters)
- Age-Specific Campaigns (no budget parameters)
- Small Budget Campaigns (<\$100,000)
- New Product Launch (no budget parameters)
- Multi-partner campaigns

## New Categories for 2011

- International/Global (no budget parameters)
- Multicultural/Lifestyle Segment (no budget parameters)
- Social Media Campaigns
- Retailer-Specific Programs
- Sponsorship

## New Category for 2012

- **Pro Bono Campaigns**  
(no budget parameters)

**21 Different Categories**



## 3. Tangential/Flowery Write-ups

- This is not the time to regurgitate everything about the brand or campaign. Offer only relevant background information as it relates to the entry form.
- Your submission is one of MANY being reviewed by judges online... the pieces need to fit together to tell the story.
- Be clear, concise, and the master of the obvious.
  - Don't make the judges figure out what you're saying
  - Edit with a BIG red pen. Edit again. Ask two outsiders to ready it and heed their editing advice.



**You have a story... tell it clearly and concisely.  
Write to the entry form. Be relevant!**



# New News – Revised Case Study Details

- **In 2011, there are seven (7) new boxes of information with a 750 word maximum limit:**
  - Marketing Overview/Business Challenge
  - Program Objectives (be specific)
  - Insights-driven Strategic Platform
  - Big Idea
  - Integrated Activation (both horizontal and vertical integration)
  - Metrics (be specific and link back to objectives)
  - Summary (150 word summary of the program, independent of the main write-up, which will be used in the event your case study is a finalist)



# Your Criteria Checklist...

- Did the campaign achieve its objectives?
- Did you address all of the judging criteria?
  - Overall Originality of Concept and Execution
  - Integration throughout Marketing Mix
  - Execution of Materials
  - Creative/Tactics/Scope
  - Results in Achieving Business Objectives
  - Building the Brand



# New News: Judges Notes

- **Insights & Strategy:** What insights were used in planning? How did insights lead to the strategic approach and platform?
- Describe the BIG IDEA as simply as possible. What was the wow factor?
- Did the insights results in a tangible strategy that answered the objectives?
- Did the insight inspire an innovative idea that supported the strategy? Did the BIG IDEA build the brand equity and reinforce the brand essence?

For the complete list of judges' tips, go to the [pmalink.org](http://pmalink.org) website



## 4. Presentation Paralysis

- Do your visuals (jpegs/PDFs or videos) support the REGGIE entry, or is it non-essential brand background?
- Preparation of your creative materials is critical.
  - Seeing is believing, and a picture is truly worth a thousand words.
  - More is not better; better evidence is better
  - Check and double-check your resolutions format



**Presentation is everything.  
Creative sells.**



# Art Specifications

- Each category submission will accept up to **6 electronic files for images, audio or video.**
- **Image Files:** You may submit images in any of three formats: PDF, GIF, or JPG .gif or .jpg formats must be 72 DPI .jpg files must be in RGB color mode .gif files must be in indexed color mode Image files can be up to 10mb in size and 600 pixels in height and width.
- **Audio Files:** You may submit audio files in .mp3, .mp4 or .wav, or Windows Media Audio (.wma) format. Audio files can be up to 5mb.
- **Video Files:** Submitted Video files in Quick Time (.mov) Windows Media Player (.wmv), or MPEG Format Video files can be up to 28mb! Please note, some videos may load slowly.



## 5. Blah Blah Blah.

- Be brief.. But not boring!
- Draw in the judges with wit and engage them with the same excitement you would offer in a client presentation meeting.
- BUT ... Sizzle alone will not win awards ...keep it honest
- Write from a senior-marketing professional perspective
- Avoid over-the-top marketing speak and over use of adjectives.



**You love your entry... the judges want to love it too! Be passionate.**



## 6. All Sizzle... No Substance.

- Use your best judgment to package the results
  - Sales lift versus display penetration
  - Off-take versus triers
- Avoid vagaries; use facts
- Do not rely on anecdotal quotes or qualitative opinions
- Be a master of the obvious
  - Judges may not know the idiosyncrasies of the category or channel



Tell it to us straight!



## 7. Going it Alone.

Do not plan, execute, and evaluate your “REGGIE-worthy” campaign in a vacuum – the entry should be a collaborative effort

- Recruit additional, experienced eyes to review the write-up and a creative-savvy partner to review or prepare your art examples.
- Didn't get a win this year? Use the entry process to enhance the post-mortem evaluation. How could we have made it even better?

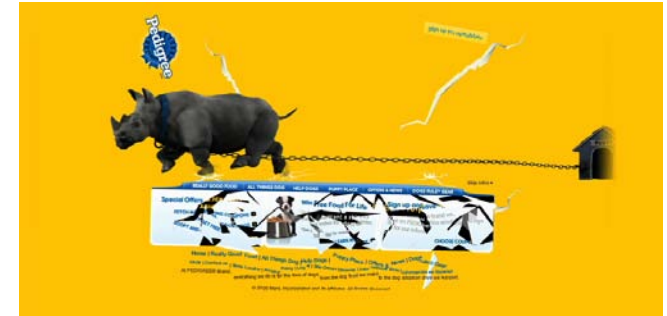
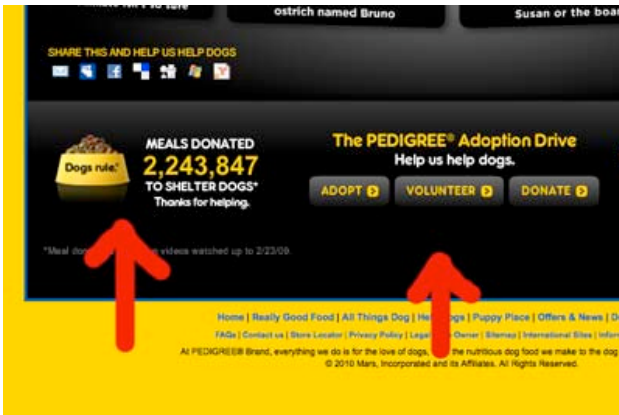


**It takes a (small) village  
to create a winning entry.**



# Super Reggie Case Study

- Point out elements you want the judges to see and read on your creative



# FAQs

- **How do I know that my submission is “REGGIE-worthy?”**

*Go to [pmalink.org](http://pmalink.org) and read last year’s winning entries.*

- **Is it to my advantage to enter more entries in a given year?**

*No, unless all entries are “REGGIE-worthy.” Mediocre promotions will not make it past the first round of judging.*

- **If I have a successful promotion that qualifies under three REGGIE categories, should I enter it three times?**

*Yes, as long as you keep in mind it will be judged specifically for the category entered.*

- **Who are the judges?**

*Judges vary each year by category and represent seasoned, experienced senior marketing professionals across all industries. Some judges are invited, some volunteer, but it is an honor to judge for the PMA.*



# One Final Piece of Advice

- The competitive set by category varies each year
- You can't control the competitive set, but you can control the quality of your REGGIE entry
- This is not a “delegate the task to the lowest person” assignment. Dedicate the appropriate resources to get the job done right.
- A well-written REGGIE entry showcases great thinking, creativity, and detailed execution, with results
  - By itself, it is a tribute to the hard work from a team of promotional marketing professionals

**Good luck! Remember the deadline for entries is January 20**



## Other Key REGGIE Award Dates

January 13, 2012	<b>REGGIE Awards Early Deadline</b>
January 20, 2012	<b>REGGIE Awards Final Deadline</b>
Jan 23 - Feb 15, 2012	<b>Judging (both rounds)</b>
February 16, 2012	<b>REGGIE Finalists Announced</b>
March 15, 2012	<b>REGGIE Gala Celebration in Chicago</b>

