



## OFFICIAL COMPETITION RULES

### **BACKGROUND**

The National Association for Multi-ethnicity in Communications (NAMIC) Excellence in Multicultural Marketing Awards (EMMA) recognize the top marketing tactics and campaigns targeted to multicultural audiences.

The EMMA is comprised of two elements:

- 1) **Integrated Marketing Campaigns** utilizing a minimum of two different types of media for efforts to acquire and retain culturally diverse customers through integrated, multi-platform marketing, operational, community and public relations, and/or diversity awareness.
- 2) **Marketing Tactics** within the categories of Digital and Traditional. Digital includes: Augmented Reality, Content Marketing, Film/Video, Gameification, GPS, Mobile, OTT/Streaming Services, Online Ads, Podcasts, Social Media and Websites. Traditional includes: Direct Marketing, Diversity Awareness, Experiential Marketing, Guerrilla Marketing, Out of Home, Premium, Print, Radio, Television and All Other Media. Each type of tactic will be judged as a separate category.

Each element will have four divisions of competition:

#### **Division I – Media Content Creators and Distributors**

The category is open to all operators at the corporate, division, region or system level; marketing co-ops; or broadband distributors.

#### **Division II – Networks and Communications Suppliers**

The Networks and Industry Suppliers category includes but is not limited to terrestrial broadcasters, networks, content aggregators and providers, movie studios, independent production companies, agencies, technology companies, equipment developers and providers, consultants, over the top subscription services and other suppliers to the communications industry.

### **Division III – Brands**

The competition is open to all individuals, companies and organizations not represented in Division I or II involved in producing any marketing and communication materials for external or internal audiences.

### **Division IV – Other**

This category is open to those organizations not represented in Divisions I, II or III.

### **ELIGIBILITY**

We invite you to submit marketing efforts that were first used, published or aired between **June 1, 2017 and May 31, 2018**.

### **ENTRY FEES**

There is a non-refundable fee of \$350 (early bird pricing)/\$375 for each entry. One may enter the same ad/campaign in more than one category; however, each entry will be charged \$375.

### **JUDGING**

**COMPLETED ENTRIES MUST BE RECEIVED BY NAMIC BY 11:59 PM EDT ON FRIDAY, July 20, 2018.** Incomplete entries or entries received late will not be judged. Please note entries will not be returned.

A panel of industry marketing experts chosen by NAMIC will evaluate all entries. The judges in each entry category will determine the number of winners. Since each entry is judged against a standard of excellence and not against other entries, there may not be a winner in every category.

Winners will be acknowledged at the 32<sup>nd</sup> Annual NAMIC Conference, scheduled for October 16-17 at the New York Marriott Marquis in New York, NY. Select winning entries will be profiled in CableFAX: The Magazine. Winners will also be recognized on the “past winners” section of [emmacompetition.com](http://emmacompetition.com), [namic.com](http://namic.com), NAMIC’s Facebook, LinkedIn, Instagram, Twitter and YouTube pages.

The quantitative and/or qualitative results information will solely be viewed by the judges and not shared publicly as part of the EMMA awards presentation.

### **INTEGRATED MARKETING CAMPAIGNS CATEGORY**

Integrated marketing campaign awards recognize efforts in integrated, multi-platform marketing, operational, community, public relations and diversity awareness efforts to acquire and retain culturally diverse customers, talent, business and community partners.

We invite you to submit integrated marketing efforts that were first used between June 1, 2017 and May 31, 2018.

This is an integrated marketing campaign competition and entries will be evaluated based on strategy development, implementation and analysis of results. Valid entries might include, but are not limited to: Promotional campaigns, programming/tier launches, ad sales, community/public relations initiatives, diversity awareness campaigns, retail or media tie-ins, segmentation efforts, on-air tactics, packaging concepts, employee incentives, guerrilla, operational improvement efforts or other innovative approaches to multicultural marketing.

A campaign must target one or more cultural groups e.g. ethnicity, LGBTQ, disability, etc.

You may pull one element from an integrated marketing campaign entry and re-enter it separately in the marketing tactics category under the appropriate single medium.

### **MARKETING TACTICS CATEGORY**

Awards in this category will recognize excellence in developing individual tactics for ethnic and culturally targeted marketing.

We invite you to submit marketing materials that were first used between June 1, 2017 and May 31, 2018.

Tactics include:

- Traditional
  - Direct Marketing
  - Diversity Awareness
  - Experiential Marketing (“live” marketing with which the audience directly interacts with the product)
  - Guerrilla Marketing
  - Out of Home (bus wraps, billboards, etc.)
  - Premium
  - Print
  - Radio
  - Television
  - All Other Media (includes kits)
  
- Digital
  - Augmented Reality
  - Content Marketing
  - Film/Video

- Gamification
- GPS
- Mobile
- OTT/Streaming Services (Over-The Top Subscription services)
- Online Ads
- Podcasts
- Social Media (includes blogs, social networking and promotions)
- Websites

## **SUBMISSION PREPARATION AND REQUIREMENTS**

	<b>Integrated Marketing Campaigns:</b>	<b>Marketing Tactics:</b>
<b>Preparing Your Entry</b>	<p>For each entry, <b>please submit an outline (750 words or less)</b> that includes ALL the following:</p> <ul style="list-style-type: none"> <li>• <b>Background</b> – What challenge/ problem did you identify? What part did primary or secondary research play in the identification?</li> <li>• <b>Strategy</b> – What new and innovative strategic plan did you develop to tackle your challenge?</li> <li>• <b>Objectives</b> – What specific targets were set for this marketing or operational activity?</li> <li>• <b>Tactics</b> – List tactics and, if appropriate, submit creative/support materials.</li> <li>• <b>Results</b> – Please share specific quantitative and qualitative outcomes. Include an explanation of how your results can be duplicated and/or scaled.</li> </ul> <p><b>Entries that do not include results will not be judged.</b></p>	<p>For each entry, <b>please submit a strategy statement (125 words or less)</b> that includes ALL the following:</p> <ul style="list-style-type: none"> <li>• Specific goals</li> <li>• Target audience</li> <li>• Results</li> </ul> <p><b>Entries that do not include results will not be judged.</b></p>

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## What to Submit

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### Integrated Marketing Campaigns:

Outline (see “Preparing Your Entry” above)

OPTIONAL: Entrants may submit charts of results and creative/support materials, although these are not required.

Acceptable Formats:

- JPEG
- PNG
- GIF
- PDF
- MP3
- MP4
- QT
- MOV
- WMV
- Total file size must not exceed 100 MB

Please note, only the first 10 minutes of video submissions will be viewed.

Non-English submissions must be translated.  
If they are not, they will be disqualified.

### Marketing Tactics:

Strategy Statement (see “Preparing Your Entry” above), PLUS

All tactic-specific materials (see below).

- Augmented Reality: short clip(s)
- Content Marketing: shot(s), link(s) or short clip(s)
- Direct Marketing: Visual representations of mail piece
- Diversity Awareness: Visual representations of support materials
- Experiential Marketing: Photographs or video
- Film/Video: Clips
- Gamification: shot(s), link(s) or short clip(s)
- Guerrilla: Flyers, ads, tip sheets, etc.
- GPS: shot(s), link(s) or short clip(s)
- Mobile: shot(s), link(s) or short clip(s)
- Online ads: shot(s), or link(s)
- Out of Home: Photographs of the signage
- OTT/Streaming: Video and audio samples
- Podcasts: link(s) or short clip(s)
- Premium: Submit 3 samples
- Print: Ad(s)
- Radio: Spot(s)
- Social Media: Screen shots(s) and link(s)
- Television: :30 or :60 Spot(s)
- Websites shot(s) or link(s)
- All Other Media: Samples of creative or other visual representations

All materials must be submitted in digital format with the exception of “Premium”. Please send materials for “Premium” submissions to:

NAMIC

Attention: EMMA

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50 Broad Street, Suite 1801  
New York, NY 10004

Acceptable Digital Formats:

- JPEG
- PNG
- GIF
- PDF
- MP3
- MP4
- QT
- MOV
- WMV
- Total file size must not exceed 100 MB

**Upload limit: maximum of five (5) files**

Please note, only the first 10 minutes of video submissions will be viewed.

Non-English submissions must be translated.  
If they are not, they will be disqualified.

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**Evaluation Criteria**

**Integrated Marketing Campaigns:**

Evaluation will be primarily based on assessment of strategy, implementation and results. The emphasis is on documented results – this is an integrated marketing campaign, not a creative competition. Entry should contain a minimum of two different integrated media.

**Marketing Tactics:**

Entries will be evaluated on:

- Sound or innovative strategy
- Strength of creative execution against the strategy
- Results and how they can be duplicated and/or scaled

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All entries and materials submitted will not be returned or acknowledged. Except where prohibited by law, entry submission grants NAMIC and CableFAX: The Magazine the right in perpetuity to reproduce, publish, use, edit, adjust and modify the entry in any way, in any and all media, without limitation and without compensation to entrant. NAMIC and CableFAX: The Magazine may publish an entry submitted by any entrant. If an entry is selected for publishing, it does not create a confidential relationship between the entrant and NAMIC, CableFAX: The Magazine or any of their respective affiliates or subsidiaries.