Best of NAMA Entry Form - Physical Advertising Entries
(Includes Consumer & Specialty Advertising Categories)
This entry form is used for the following categories: 1-10, 16-19, 21-24, 26-28, 53-54, 59 & 61

Note: For Electronic “E” Entries fill out the online entry form.

Read complete rules before submitting. You may reproduce this entry form as needed, if the same information is listed. Please make sure all names are spelled correctly, persons responsible are identified, proper company division is listed, etc. Information is taken DIRECTLY from entry forms to notify winners and order plaques. Please remember to make TWO (2) additional copies of the entry form to submit with entry. You can get this form on the website at www.nama.org. DON’T FORGET TO INCLUDE EMAIL ADDRESSES. ALL COMMUNICATIONS REGARDING THE AWARDS PROCESS WILL BE SENT VIA EMAIL.

Category Number ________ Category Name ________________________________

Chapter (mandatory) ____________________________________________________

Entry Title ________________________________

Company ______________________________________________________________

Address ________________________________________________________________

City __________________________ State _______ Zip _______ Phone_________________

Person Responsible __________________________ Email _______________________

Agency ________________________________________________________________

Address ________________________________________________________________

City __________________________ State _______ Zip _______ Phone_________________

Person Responsible __________________________ Email _______________________

What is the challenge/opportunity the communication is expected to solve?

_______________________________________________________________________

How do you want the intended audience to feel or think after seeing the work? What do you want the intended audience to do?

_______________________________________________________________________

Identify the target audience and provide rationale for why the audience was chosen (e.g. demographic, psychographic, attitudinal and/or other strategic considerations.

_______________________________________________________________________

_______________________________________________________________________

Submitted By __________________________ Company __________________________ Email __________________________