



Connect Exchange Ignite

Credit Union Submission Rules and Guidelines

Changes to 2010 AIME Awards

Based on your feedback we have improved the awards process for 2010. Please read the rules and guidelines carefully. Below is a list, highlighting the changes:

Rule Changes:

- Submission deadline has been moved up
- We are now accepting non-member credit union entries
- There are now 3 entry divisions, which is down from 4 in previous years
- Entries are to be sent in electronic format with an accompanying hard copy sample of the critical work i.e. copy of the annual report, small poster, event ticket, invitation etc. **Display boards are no longer required.**

Winning Results Category Changes:

- Direct Marketing and Direct Mail categories have been merged together

Outstanding Creative Category Changes:

- The miscellaneous category has been removed and substituted with Electronic Marketing.
- The brochure category has been eliminated as a standalone category and been added to Posters and POP.
- Image enhancement now includes submissions relating to social responsibility, community investment and green initiatives.

Judging:

- We have adjusted the judging criteria for all categories

Entry Forms:

- We now require 2 copies of your entry form – 1 on the back of your entry and 1 to be included with payment
- Summary of Entries – payment is higher for non-member credit unions

Submission deadline:

- Has been moved up slightly and is now Thursday April 1, 2010

Introduction

The Achievement in Marketing Excellence Awards (AIMEs) awarded by the Marketing Association for Credit Unions (MACU) have become the symbol of marketing excellence within the Canadian credit union system.

The AIME Awards showcase the most impressive, effective and creative marketing and communications seen in the credit union industry. By entering these awards a credit union presents their best marketing and communications efforts and if an award is won, the work will be recognized at the AIME Awards Gala. The gala is held in conjunction with the Strategic Marketing Conference and AIME Gala Dinner to be held at **The Fairmont Empress** in Victoria, BC May 31 – June 2, 2010.

Entry Eligibility

NEW

1. Both MACU members and non-members are invited to participate. A discounted rate will be given to any MACU member credit union or wholly-owned subsidiary of a MACU member credit union.
2. There is no limit to the number of entries that may be submitted.

NEW

3. Marketing or communication pieces submitted must have been distributed to members for the first time and final results obtained for them between January 1, 2009 and March 15, 2010.
4. The only exception to the above are items produced prior to January 1, 2009 for which specific results were not available by last year's deadline.
5. All pieces must have been created specifically for your credit union, wholly-owned subsidiary or group of credit unions in the case of shared-cost promotions. An entry submitted by a wholly-owned subsidiary of a credit union will be judged in the same division as the credit union which owns the subsidiary.
6. Pre-existing advertising materials that are purchased and/or customized do not qualify for entry. Use of provincial Central logos and positioning statements are acceptable as long as they are not the dominant features of the piece.
7. No campaign programs, marketing or communication pieces that were originally produced for another credit union may be entered in any category.
8. Your submission of an entry acknowledges the right of MACU to use that entry for publication, exhibition and promotion of the AIME Awards competition in the future.
9. Entries will not be returned.

AIME Awards Entry Procedures

1. Selection of Pieces

Select your best marketing or communications pieces for entry in an AIME Award category. You may enter pieces in all of the categories but they must all be different pieces. Identical entries may not be submitted in different categories. Each entry must be unique or have varying elements.

Exception: Entries that require multiple elements such as Image Enhancement, Coordinated Campaigns or Corporate Communications MAY be entered in different categories. However, please enter separate samples as judges will not cross reference entries.

2. Entry Divisions

NEW

Credit Union Assets

- Division 1 - less than \$500 million
- Division 2 - \$501 to \$1 billion
- Division 3 - Greater than \$1 billion

3. Accompanying CD

Please submit electronic copies of the **final** artwork on CD in PDF format. PDF file is to be named the same as the title of the entry. This will allow the Board to prepare the awards presentation in event that the entry submitted wins an award. Please label the CD with the credit union name and entry title.

4. Submission of Entry

NEW

Both a paper copy and an electronic copy of your entry form and materials are required.

Entries are to be sent in electronic format with an accompanying hard copy sample of the critical work i.e. copy of the annual report, small poster, event ticket, invitation etc. Please send the piece which best represents the concept and will allow judges to assess if you met your objectives, strategy and target market. **Display boards are no longer required.**

Both versions of your submission will be used for judging and the electronic version will be used for online presentation of your submission. Electronic entries can be submitted via CD or flash drive. If you are submitting more than 1 entry, please clearly label which file goes with which entry. Please ensure the e-submission is clearly labelled with Credit Union Name, division and category of entry. The preferred format of your image/group of images is PDF.

Your submission should include:

- 1 electronic and 1 hardcopy Entry Form per entry
- 1 electronic and 1 hardcopy Entry Form Report per entry

1 electronic and 1 hardcopy Summary of Entries form
1 cheque for payment of all entries
A minimum of 1 image to a maximum of 6 images of the campaign being submitted
1 hard copy sample of the piece being submitted

If you have any questions please contact MACU Coordinator, Rachel Cleland at 289-895-8921 or info@macu.ca

5. TV or Radio Submissions

Audio or audiovisual entries may be entered on CD or DVD as CD as wav files, swf files; however printed transcripts are required for each spot submitted. These submissions should also be included on your CD with all final artwork. If awarded with an AIME, it will be presented on the screen during the Gala.

6. Payment

A Summaries of Entry Form and cheque payable to MACU must be included at time of submission. Each member entry costs \$100 plus GST and non member entry costs \$200 plus GST. Payments are non-refundable.

7. Deadline



NEW

All entries must arrive at The CUMIS Group Limited by Thursday April 1, 2010. Entries arriving after the deadline may be disqualified. Please send entries to the following address:

The CUMIS Group Limited
Sandra Verrecchia, MACU Treasurer
RE: MACU (AIME Awards)
151 North Service Road P.O. Box 5065
Burlington, ON L7R 4C2

Questions? Call 289.895.8921 or email info@macu.ca

Award Categories

Scoring

To win an AIME Award an entry must receive a score of 85 points or higher (100 points is the maximum achievable score). Only one AIME award is given per category / per division. After the AIME Award is chosen the next entry with the highest score above a minimum of 70 points will receive an AIM award.

If no entry receives a score above a minimum 70 points in a category, no award will be presented.

Categories

Submissions are divided into two types:

- **Winning Results** - results category (activities which are easily tracked)
- **Outstanding Creative** - non-results category (activities that create a positive marketing environment, but do not necessarily allow for quantitative tracking).

Winning Results

1. Coordinated Campaigns - Entries must use a minimum of three different forms of media (e.g., newspaper, direct mail, radio, web, etc.) to achieve a central objective.

2. Corporate Communications – Entries must relate to a single event or show the scope and purpose of a credit unions year-round communications program. Intranet sites are not eligible.

NEW

3. Direct Marketing/Direct Mail Campaigns – Entries must be either a single or a series of pieces promoting the same product, service, event, or offer, a single statement or payroll stuffer, or series of related inserts.

4. New Product Launches – Entries must be related to new accounts, products, and programs.

5. Print Media – Entries must be either a single or a series of any printed marketing materials and may include media such as newspaper, magazine, or outdoor ads.

6. Special Events – Entries should focus on a single event with measurable results such as attendance, donations raised for a charitable cause or foundation. (e.g. golf tournament, AGM, staff recognition night, trade show, conference, branch opening or other corporate function).

Outstanding Creative

1. \$3,000 Shoestring Award – Concept, design and pre-production of entry must have been developed in-house using credit union talent and facilities. Any use of an agency or outside supplier disqualifies an entry from the shoestring award. Use of outside suppliers for printing and distribution of the entry to the target market is allowed and not included in the total cost of producing the final marketing campaign. Marketing campaign budget must be less than \$3,000 excluding printing and distribution.

2. Annual Reports – Entry must be the credit unions current Annual Report.

NEW

3. Electronic Marketing - Consisting of non-traditional and new technology media including email campaigns, web banners, ATM Marketing Screens and kiosk. Entry to consist of description, available photography and/or example, in branch video

NEW

4. Image Enhancement – Entry must relate to corporate image-building, identity enhancements, social responsibility, community investment or green initiatives.

NEW

5. Newsletters – Entry must be a single issue of either a member or staff newsletter.

6. Posters & Point of Purchase (POP) includes brochures – Entries may be actual samples if they are small enough to fit on the poster board. Color photographs or reproductions are acceptable. If multiple brochures are submitted in one entry, they must be part of a related series.

7. Radio – Entry may have aired during any type of radio broadcast, as long as the time was paid for by the credit union. A printed script for each entry must be included.

8. Television - Entry may have aired during any type of television broadcast, as long as the time was paid for by the credit union. A printed script for each entry must be included.

9. Web Site – Entries should focus on the entire scope of the credit union’s website. Intranet sites are not eligible. Entries will be judged for functionality, creativity/design, interactivity, and ease of navigation. In addition to site address, please submit hard copy of the main/splash page and any other additional pages to give the judges a good sense of the site.

Entries relating to a specific promotion are not allowed and will be disqualified.

Best of Show Award

The Best of Show Award has become one of the most coveted awards in the credit union industry and is awarded to the AIME entry, regardless of category or division that receives the highest overall score of all entries submitted to the competition.

People’s Choice Award

The People’s Choice Award has been established to recognize the AIME entry that is deemed the best by your peers at the MACU Strategic Marketing Conference. Ballots will be available at the conference so that attendees will have an opportunity to review the entries and choose their favorite.

The winner will be announced at the AIME Awards Gala. Conference attendees will not be allowed to vote for their own AIME entry or one that was submitted by their credit union. Members of MACU or conference attendees who are employed by agencies or firms which may have worked or consulted on an AIME submission may not vote for that entry.

How the entries are judged

NEW

Entries are judged using the following criteria:

	Points awarded by Category		
	Winning Results	Outstanding Creative	Website
Planning			
Objectives (measurable objectives were set, within specific timelines)	10	5	5
Strategy ("what?" is missing to meet objectives)	10	5	5
Tactics (steps and methods are clearly outlined to achieve set objectives)	10	5	5
Target Market (clear target market defined and tactics are effective for this group)	10	5	5
TOTAL	40	20	20
Results			
Credit Union met set objectives	25	n/a	n/a
Credit Union exceeded objectives	5	n/a	n/a
TOTAL	30		
Creativity/Design/Production			
Tone and Manner (appropriateness of the tone and manner for the piece and target market)	10	20	10
Copy (original, creative and enticed members to action where required)	10	25	10
Art/Design (overall design of piece was aesthetically pleasing, suited target market and spoke to the required strategy)	10	35	20
TOTAL	30	80	40
Navigation and Speed			
The ability of the site to guide the user to key features and information contained within the site at a comfortable speed.	n/a	n/a	10
TOTAL			10
Interactivity			
Does the site have the ability engage the user through the use of useful technologies, tools and general site information?	n/a	n/a	30
TOTAL			30