

CAUCE MARKETING AWARDS - APPLICATION FORM

How to use this form: Complete this form electronically, print, and attach to your submission. This is a form-fillable PDF. Its functionality depends on the software you are using. The information below may assist you in using this form, however, feel free to submit your application on a separate piece of paper should you have difficulty typing in the PDF.

Acrobat Reader

- will open and let you edit the forms
- will not let you save the forms

Acrobat Pro

- will open and let you edit the forms
- will let you save them for later editing

Preview (Mac PDF Reader)

- will open and let you edit and save the forms once only
- will not let you go back and re-edit the forms, once saved

Foxit Reader (Windows)

- http://www.foxitsoftware.com/pdf/rd_intro.php

PDF to Word converter (Windows tool)

- <http://www.hellopdf.com/download.php>
- Lets you convert the PDF back to a Word file

PDF Escape

- www.pdfescape.com
- Lets you fill out a PDF online

Entry Information

Complete a separate application for each entry. You may submit up to three entries per category with no more than 11 entries total per institution. Please submit six (6) copies of both this form and the promotional materials under consideration. *If you are unsure of which category would best suit your piece, please contact Belinda Elliott at belinda@unb.ca or telephone 506 453-4848.*

Title of Entry: _____

Member Institution: _____

Contact person for notification of awards: _____

Position: _____

Address: _____

City: _____ Province: _____

Postal Code: _____ Phone: _____

E-mail: _____ Fax: _____

Signature: _____

As duly authorized, the above signed grants CAUCE/AEPUC rights to publish any information contained in the entry in any form to include on a web page that is linked from the following website:

<http://cauce-aepuc.ca/resources/awards-marketing.aspx>

AWARDS CATEGORY (Check only one category per entry)

- | | |
|---|--|
| <input type="checkbox"/> Major Brochure (16 or more pages, excluding cover) | <input type="checkbox"/> Website |
| <input type="checkbox"/> Small Brochure (no more than 15 pages, excluding cover) | <input type="checkbox"/> E-marketing (web or email e-newsletter, blog, etc.) |
| <input type="checkbox"/> Pamphlet/Flyer/Postcard/Poster (one sheet or card only) | <input type="checkbox"/> Other Printed Materials (newsletters, annual reports, etc.) |
| <input type="checkbox"/> Advertisement <input type="checkbox"/> Print or <input type="checkbox"/> Broadcast | <input type="checkbox"/> Collateral Materials (ancillary materials used to support and reinforce a media advertising campaign) |
| <input type="checkbox"/> Marketing Campaign (three or more executions) | |
| <input type="checkbox"/> Marketing on a Shoestring (low-budget/high-impact initiatives) | |

Please note: Judges reserve the right to reassign submissions to the most appropriate category and to disqualify entries that are not prepared according to instructions.

BACKGROUND INFORMATION

Objectives

What were the marketing objectives of this submission? How did this piece contribute to meeting these objectives?

Target Audience

Who was the target audience? What was the distribution channel?

Innovation / Use of Technology

Please describe any innovative approach or use of technology regarding this submission.

Implementation

Printing/Distribution:

Total Printing Costs: \$

Total Distribution Costs: \$

Total Print Run:

Cost/Unit (printing plus distribution costs, divided by print run): \$

Advertising: Cost per placement: \$

Results

How well did the piece meet the needs of its audience and satisfy its marketing objectives? If possible include specifics such as enrollment increases, attendance figures, tracking results, participant reaction, cost effectiveness, etc.

*Please note: Judges find anecdotal or statistical evidence of the entry's effectiveness to be helpful.
(Attach additional information if required.)*

Please send six (6) copies of this form and promotional materials to:

Belinda Elliott, College of Extended Learning, University of New Brunswick
6 Duffie Drive, Fredericton, New Brunswick, Canada E3B 5A3

Telephone: 506 453-4848 Fax: 506 453-3572 E-mail: belinda@unb.ca

DEADLINE

All applications must be received no later than Wednesday, March 10, 2010.
Entries received after that date will be disqualified.