

CAUCE Marketing Awards Application Form

Deadline for submission: Monday, March 5, 2012

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 10 entries total per institution. Please submit eight (8) 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 Marilou Cruz, Chair, CAUCE Marketing Awards Committee at m1cruz@ryerson.ca or telephone 416.979.5000, ext. 4670.*

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>

All winners may be asked to provide a copy of the application form and pdfs of materials to be included on the web page.

AWARDS CATEGORY (Check only one category per entry)

- | | |
|---|--|
| <input type="checkbox"/> Brochure (4 or more pages, excluding cover) | <input type="checkbox"/> Other Printed Materials /Collateral Materials
(pamphlet, flyer, postcard, poster, newsletters, annual reports, etc.) |
| <input type="checkbox"/> Advertisement: <input type="checkbox"/> Print <input type="checkbox"/> Broadcast <input type="checkbox"/> Online | <input type="checkbox"/> Marketing on a Shoestring (low-budget/high-impact initiatives) |
| <input type="checkbox"/> Marketing Campaign (three or more executions) | <input type="checkbox"/> Social Media Marketing |
| <input type="checkbox"/> Website | |
| <input type="checkbox"/> E-marketing (e-mail marketing campaign, e-newsletter, podcast, etc.) | |

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 does this initiative align with the goals and objectives of your institution? How did this piece contribute to meeting these objectives?

Target Market

Who was the target market?

Innovation / Use of Technology

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

Implementation

Describe how you moved this marketing initiative from development to execution. The plan must include the timelines for implementation; describe the channels of communication for appropriate market segments and rationale for selection.

(If you are submitting for the Shoestring Category, please include the cost.)

Results

How well did this marketing initiative meet the needs of its audience, satisfy its marketing objectives, and align with the goals and objectives of your institution? Please include specifics such as enrollment increases, attendance figures, tracking results, participant reaction, cost effectiveness, etc.

Please send eight (8) copies of this form and promotional materials to:

Marilou Cruz, Chair, CAUCE Marketing Awards Committee
Manager, Marketing and Communications
The G. Raymond Chang School of Continuing Education
Ryerson University
350 Victoria Street, Toronto, ON M5B 2K3
Telephone: 416.979.5000, ext. 4670 Fax: 416.979.5286 E-mail: m1cruz@ryerson.ca

DEADLINE

All applications must be received no later than Monday, March 5, 2012. Entries received after that date will be disqualified.