

# Marketing Programs

Marketing Program categories commends members for creative branding activities that deliver information about their own company's identity, products or services to customers and prospects. This area of the competition is open to all PPAI Members for submissions as indicated below.

- [Sample Submission Form](#)
- [Sample Photo Do's and Don'ts](#)

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## Marketing Program Submission Requirements

- All entries in Marketing Programs **MUST** have a written explanation that contains:
  - a clearly defined objective with an established budget
  - definable execution which includes details related to concepts, timing, and other details that demonstrate the complexity, creativity and implementation
  - reportable results that support the objective
- Content must be developed and conducted between April 1, 2023 and April 1, 2024.
- All online web-based content must be viewable online from date of submission through December 31, 2024.
- Copies of letters, electronic communications, screenshots, and other supporting collateral should be uploaded at time of submission.
- Photos and site images must meet provided guidelines and be upload at time of submission.

# Marketing Categories

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## Branding Campaigns

Complete branding campaign that incorporates logo development, stationery, business cards and other print media, website, signage, corporate apparel and other collateral used by a business in a creative, flexible and effective application that conveys a consistent brand message to the respective customer/prospect audience.

## Cause Advocacy Marketing Programs

Programs advocated by your company that raise awareness of social, community or environmental issues both in your company and community. These programs are designed to enhance the company image while partnering and building relationships that help communities. Submissions in this category can include but are not limited to the creation of a marketing program that focuses on disaster prevention/relief, fundraising/philanthropic initiatives, employee/community volunteering, green/environmental stewardship, etc.

## Content Marketing Program

Creative development and delivery of valuable, relevant, and consistent content through an established platform (Video, Blog or Podcast) to attract/acquire a clearly defined audience that drives meaningful and measurable interactions.

\*Entry is for one (1) single episode/segment or blog post that has been published within the competition's date requirements.

## Digital Self Promotion Campaigns

Fully digital campaign designed to promote sales or enhance the image of a company to customers and prospects. Each entry must include detailed information about a company, product or service offered by the member and be supported with examples of digital promotional materials used across multiple media channels: video, blog, email, social media and website.

## Self Promotion Campaigns

Designed to promote sales or enhance the image of a company to customers and prospects. Each entry must include detailed information about a company, product, or service offered by the member and supported with examples of product, e-mails, mailings, or other collateral for the campaign.

A single product carrying a self-promo imprint will not be considered a campaign.

## Supplier Sales Support Materials

(Category open to [PPAI Member Suppliers Only](#))

This category applies to kits and packaged tools that help distributors in selling with samples and catalogs. These materials are suitable for distributor showrooms and/or sales calls and should include a robust offering of products, decoration capabilities and other options.