

# 2010 Professional Categories

The 2010 AMA Prism Awards



## Choosing a Category

Review the 2010 Prism categories, and choose the one that most matches your entry. Determine the size/type of the business — small, large or non-profit — based on the annual marketing budget of the organization for which the marketing entry was designed.

SMALL BUSINESS – Annual Marketing Budget Under \$100,000

LARGE BUSINESS – Annual Marketing Budget of \$100,000 or Higher

NON-PROFIT

## Category Number/ Category Name

### MARKETER OF THE YEAR

This award is given to the nominated individual who has demonstrated outstanding service to and excellence in marketing. Nominations are free.

1A Marketer of the Year

### CORPORATE MARKETER OF THE YEAR

This award is given to a nominated business that embraces and practices marketing excellence and supports the marketing field. Nominations are free.

2A Corporate Marketer of the Year

### FAILURE TO LAUNCH

Show marketing ideas that never had a chance to achieve results. It may have been the best idea, but was never executed.

3A Failure to Launch

### MARKETING MAVERICK

This award recognizes outstanding and innovative marketing achievement, marketing plans and single product or project marketing strategies.

4A Marketing Maverick- Small Business

4B Marketing Maverick- Large Business

4C Marketing Maverick- Non-Profit

### MARKETING RESEARCH

This award recognizes qualitative and quantitative research plans, execution and results.

5A Marketing Research- Small Business

5B Marketing Research- Large Business

5C Marketing Research- Non-Profit

### MARKETING CAMPAIGN

This category recognizes a complete effort of a campaign or ongoing program.

6A B2B Marketing- Small Business

6B B2B Marketing- Large Business

6C B2B Marketing- Non-Profit

6D Consumer Marketing- Small Business

6E Consumer Marketing- Large Business

6F Consumer Marketing- Non-Profit

### GUERRILLA MARKETING CAMPAIGN

This award recognizes outstanding use of guerrilla marketing tactics to achieve an organization's strategic marketing goals.

7A Guerrilla Marketing- Small Business

7B Guerrilla Marketing- Large Business

7C Guerrilla Marketing- Non-Profit

### DIRECT MARKETING

This category recognizes the use of direct marketing to send its messages directly to consumers and is focused on driving purchases that can be attributed to a specific "call-to-action." These can be campaigns or individual efforts.

8A Print Piece or Three-Dimensional Piece- Small Business

8B Print Piece or Three-Dimensional Piece- Large Business

8C Print Piece or Three-Dimensional Piece- Non-Profit

8D Newsletter Series (includes Corporate Communications)- Small Business

8E Newsletter Series (includes Corporate Communications)- Large Business

8F Newsletter Series (includes Corporate Communications)- Non-Profit

### MARKETING COLLATERAL

This category recognizes the outstanding use of media used to support the sales of a product or service.

9A Brochure/Catalog- Small Business

9B Brochure/Catalog- Large Business

9C Brochure/Catalog- Non-Profit

### EMERGING MEDIA

This category includes web site design and emerging media such as Social Media, Blog Implementation, Virtual Online Events, Podcasting, Mobile Marketing and RSS and Syndication.

10A Web Site Design- Small Business

10B Web Site Design- Large Business

10C Web Site Design- Non-Profit

10D Emerging Media- Small Business

10E Emerging Media- Large Business

10F Emerging Media- Non-Profit

### PACKAGING CAMPAIGN

Single unit, line of products, point-of-purchase and display.

11A Packaging Campaign- Small Business

11B Packaging Campaign- Large Business

11C Packaging Campaign- Non-Profit

### DIGITAL SIGNAGE NEW!

This is a new category for the Prisms. This category includes point-of-purchase digital signage content, interactive signage or network of displays.

12A Digital Signage- Small Business

12B Digital Signage- Large Business

12C Digital Signage- Non-Profit

### INTEGRATED PUBLIC RELATIONS/ MARKETING COMMUNICATIONS

All elements of public relations.

13A Public Relations- Small Business

13B Public Relations- Large Business

13C Public Relations- Non-Profit

### CORPORATE IDENTITY

Company name, logo design and corporate identity standards.

14A Corporate Identity- Small Business

14B Corporate Identity- Large Business

14C Corporate Identity- Non-Profit

### ADVERTISING

Paid, one-way communication through a medium in which the client is identified and the message is controlled by the client.

15A Newspaper- Small Business

15B Newspaper- Large Business

15C Newspaper- Non-Profit

15D Out-of-Home- Small Business

15E Out-of-Home- Large Business

15F Out-of-Home- Non-Profit

15G Magazine- Small Business

15H Magazine- Large Business

15I Magazine- Non-Profit

15J Radio- Small Business

15K Radio- Large Business

15L Radio- Non-Profit

15M TV- Small Business

15N TV- Large Business

15O TV- Non-Profit

15P Internet- Small Business

15Q Internet- Large Business

15R Internet- Non-Profit

15S Poster- Small Business

15T Poster- Large Business

15U Poster- Non-Profit

### SPECIAL EVENT

All elements of a special event.

16A Special Event- Small Business

16B Special Event- Large Business

16C Special Event- Non-Profit

## Student Categories

### STUDENT MARKETING MAVERICK

This award recognizes outstanding and innovative achievement, marketing plans and single product or project marketing strategies.

17A Student Marketing Maverick

### STUDENT MARKETING RESEARCH

This award recognizes qualitative and quantitative research plans, execution and results.

18A Student Marketing Research

### STUDENT MARKETING COLLATERAL

This category recognizes the outstanding use of media used to support the sales of a product or service.

19A Student Brochure/Catalog