



**SAMPLE:** For the convenience of our entrants, this is a PDF replica of our online entry form (a list of entry form questions). Please note that your actual responses must be entered and submitted via the online version of this form in order to enter. Thank you

## Entry Form: Canada's Best Creative in Financial Marketing Awards

### About Canada's Best Creative in Financial Marketing Awards

**You can complete this document in French or in English.**

**Vous pouvez compléter ce document en Français ou en Anglais.**

Welcome to the official entry form to **Canada's Best Creative in Financial Marketing Awards**, honoring creative excellence in financial marketing in Canada. It's simple to enter! You simply need to fill out the entry details, answer two or three questions (to provide a little context to our judges), the upload your creative (or submit a URL). That's it!

This award recognizes CREATIVE EXCELLENCE in financial marketing in Canada. Gramercy Institute believes that Canada's financial services industry is unique unto itself--and its marketing creative deserves its own recognition. These awards honor the leaders in Canada's financial services marketing industry and the creativity that they bring to their clients and to this industry.

This form, we ask each entrant for a brief description of the entry as well as the marketing objective for the specific entered creative execution. In addition, we ask for a brief statement asking for the results that the execution has achieved against the objective. Each creative execution speaks for itself.

We encourage financial brands to submit as many entries as they like (or just one)! There is a charge for each entry and there is a discount for multiple entries. Each entry requires its own separate submission. Though please feel free to replicate (copy & paste) the responses to the contextual questions as you like if they are applicable across multiple entries.

Gramercy Institute has engaged a roster of leading professionals in financial services marketing to grade each entry across a number of criteria (Attention Break-Through, Value Articulation, Overall Creativity, Effective Use of Medium, Relevance to Objective, Memorable).

Good luck! We look forward to receiving your entry!



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### ABOUT THE ENTRANT

#### 1. Primary contact for future communications regarding this entry:

Name:

Title:

Company:

Address:

Email Address(s):

Phone 1:

Phone 2:

#### \* 2. Is this entry a campaign or a single creative execution?

A Campaign (two or three creative executions connected in one campaign)

A Single Creative Execution

#### \* 3. For what financial brand has this creative entry been conceived?

#### \* 4. Please tell us the title of this specific creative execution or campaign.

**\* 5. Is your entry creative execution or campaign an example of (please pick one):**

- A financial firm marketing its own services
- An ad agency or marketing consultancy servicing a financial firm
- A media company providing (media) services to a financial firm
- A marketing services provider to a financial firm
- A corporation marketing its financial performance to key audiences (corporate)
- Other (please specify)

**6. Please list all names, titles & companies that are to be credited in association with this entry:**



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### ABOUT THIS CREATIVE ENTRY

**\* 7. How would you describe your entry (please select all that apply):**

- Business-to-Business Creative Example
- Business-to-Intermediary Creative Example
- Business-to-Consumer Creative Example

**\* 8. What is the geographic scope of your entry:**

- This creative execution/campaign was placed exclusively in Canada
- This creative execution/campaign was placed in Canada as well as outside of Canada

**\* 9. How would you best describe the audience(s) targeted by this entry (choose as many as may apply)**

- Business Audience-Targeted
- Consumer-Targeted
- Individual Investor-Targeted
- Institutional Investor-Targeted
- Intermediary-Targeted (i.e.: financial advisors or insurance brokers)
- Special Influencer-Targeted

Other (please specify)

**\* 10. Which category best describes the financial product or service of your entry (please choose one. If you feel your entry should be considered in more than one category, please explain in the box below):**

- Accounting
- Asset Management
- Bank-Commercial Lending
- Bank-Merchant Services
- Bank-Retail Services
- Brokerage
- Commodities Exchange
- Consumer Lending (Mortgage, Home Equity, Auto)
- Corporate (Firms marketing to Financial Audiences)
- Credit Card & Payment Systems
- Currency Exchange
- Investment Banking
- Insurance (Life & Annuities)
- Insurance (Property & Casualty)
- Miscellaneous Financial Products & Services (B-to-B)
- Miscellaneous Financial Products & Services (Consumer)
- Retirement Services
- Wealth Management
- Securities Exchange
- Other (please specify)

**\* 11. Please tell us the type(s) of media your creative entry utilized to execute the submitted creative?  
If you have entered a campaign, please indicate all media types your campaign utilized.**

- Collateral
- Content Marketing
- Direct Mail
- Event Marketing
- Internal Marketing
- Mobile/ Tablet/App Marketing
- Out of Home
- Podcast
- Public/Media Relations
- Print
- Radio
- Search Marketing
- Social Media
- TV (Broadcast)
- TV (Cable)
- Video
- Web Advertising
- Web Site
- Viral Marketing

Other (please specify)



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### ENTRY FORM

**12. SITUATION (50 words or less):** This is an optional section. Please provide any background information that will help our judges understand the intention of this creative execution/campaign. This section is for background info, you will be asked to state the formal objective of the creative directly below.

**13. OBJECTIVE (100 words or less):** Please state the end objective of this creative execution/campaign. In short, what was this creative intended to achieve with respect to your overarching strategy?

#### 14. How To Submit Your Creative Work

Now that you've filled out your entry information, please need to upload your creative work. There are three ways to do it:

- a) For print and collateral executions, please submit a single file of the entered work (16MB file size limit).
- b) For event work, OOH executions, and promotional work that requires a photograph to be fully appraised by our judges, please upload a single file of the entered work (16MB file size limit)
- c) For video, audio and web-based submissions, please place the URL in the space provided below. Please remember not to require passwords or our judges will be unable to view your submission.

Only PDF, DOC, DOCX, PNG, JPG, JPEG, GIF files are supported.

Choose File

No file chosen

#### 15. Please insert your creative work's URL here:

Click on the "CONTINUE" button to enter your strategy into Gramercy Institute's Canada's Best Creative in Financial Marketing Awards.

Please note all submissions become property of The Gramercy Institute.