

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



GRAMERCY INSTITUTE'S 2020 ASSET MANAGEMENT MARKETING AWARDS

ABOUT THE AWARDS

Welcome to the official entry form to **Gramercy Institute's Asset Management Marketing Awards**, honoring excellence in Asset Management marketing. 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), then upload any samples (or submit a URL). That's it!

Gramercy Institute believes that Asset Management is unique unto itself--and its marketing deserves its own recognition. These awards honor the leaders from the world's Asset Management marketing industry and the value that they bring to their clients and to this industry.

Please note there is a charge for each entry. Each entry requires its own separate submission. Gramercy Institute has engaged a roster of leading professionals in financial services marketing to grade each entry.

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

3. These awards honor excellence in Asset Management Marketing across several areas of marketing. How would your entry best be categorized?

- ☐ A creative execution / single entry?
- ☐ A creative execution / campaign?
- ☐ A content marketing execution?
- ☐ A marketing strategy?
- ☐ An experiential marketing execution / event?
- ☐ Other (please specify)

*** 4. Please tell us the title of this specific execution.**

*** 5. Your entry 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 THE ENTRY

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

- ☐ Business-to-Business
- ☐ Business-to-Intermediary
- ☐ Business-to-Consumer

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

- ☐ This entry was executed in a one-country market.
- ☐ This entry was executed in more than one country

*** 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. Please tell us the type(s) of media your entry utilized to execute.**

- ☐ Collateral
- ☐ Content Marketing
- ☐ Direct Mail
- ☐ Email Marketing
- ☐ 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

11. 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 execution. This section is for background info, you will be asked to state the formal objective of the creative directly below.

12. OBJECTIVE (100 words or less): Please state the end objective of this creative execution. In short, what was this intended to achieve execution?

13. STRATEGY (100 words or less): Please state the strategy behind this entry.

14. EXECUTION (100 words or less): Please explain the execution of this entry.

15. UNIQUE ATTRIBUTES (100 words or less): Please explain any unique aspects about this entry that delivered extra or added value to this entry's performance.

16. RESULTS (100 words or less): Please explain the end result of this marketing execution and what metrics were employed to measure success.



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UPLOAD AND SUBMIT

17. OPTIONAL: Please feel free to upload a file or a link to direct judges to view a sample of this entry.

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, PNG, JPG and JPEG files are supported.

Choose File

No file chosen

18. OPTIONAL: Please insert your sample's URL here: