



GRAMERCY INSTITUTE'S 2020 BANKING AND CREDIT UNION MARKETING AWARDS

ABOUT THE AWARDS

Welcome to the official entry form to **Gramercy Institute's Banking and Credit Union Marketing Awards**, honoring excellence in bank and credit union 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 banking is a service that is unique unto itself—and its marketing deserves its own recognition. These awards honor the leaders from the world's banking and credit union 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 bank or credit union has this entry been conceived?**

*** 3. Is this institution considered a...**

☐

Bank

☐

Credit Union

☐

Other (please specify)

*** 4. How many full time marketing team members work at this bank/credit union**

- ☐ 1-5
- ☐ 6-15
- ☐ 16-30
- ☐ 31 or more

*** 5. What are the approximate assets of your institution?**

- ☐ < \$250 million
- ☐ \$250 million-\$999 million
- ☐ \$1 billion to \$5 billion
- ☐ \$5 billion to 10 billion
- ☐ >\$10 billion

*** 6. These awards honor excellence in banking and credit union marketing across several areas of marketing. How would your entry best be categorized? (please choose one)**

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

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

*** 8. Your entry is an example of (please choose one)**

- ☐ An institution marketing its own services
- ☐ An ad agency or marketing consultancy servicing a bank / credit union
- ☐ A media company providing (media) services to a bank / credit union
- ☐ A marketing services provider to a bank / credit union
- ☐ Other (please specify)

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



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ABOUT THE ENTRY

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

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

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

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

*** 12. Please tell us the type(s) of media your initiative utilized. (check all that apply).**

- | | |
|---|---|
| <input type="checkbox"/> Collateral | <input type="checkbox"/> Print |
| <input type="checkbox"/> Content Marketing | <input type="checkbox"/> Radio |
| <input type="checkbox"/> Direct Mail | <input type="checkbox"/> Search Marketing |
| <input type="checkbox"/> Email Marketing | <input type="checkbox"/> Social Media |
| <input type="checkbox"/> Event Marketing | <input type="checkbox"/> TV (Broadcast) |
| <input type="checkbox"/> Internal Marketing | <input type="checkbox"/> TV (Cable) |
| <input type="checkbox"/> Mobile/ Tablet/App Marketing | <input type="checkbox"/> Video |
| <input type="checkbox"/> Out of Home | <input type="checkbox"/> Web Advertising |
| <input type="checkbox"/> Podcast | <input type="checkbox"/> Web Site |
| <input type="checkbox"/> Public/Media Relations | <input type="checkbox"/> Viral Marketing |

Other (please specify)



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ENTRY FORM

13. SITUATION (50 words or less): This is an optional section. Please provide any background information that will help our judges understand the circumstances surrounding this initiative. This section is for background info. You will be asked to state the formal objective of the entry directly below.

14. OBJECTIVE (100 words or less): Please state the end objective of this marketing initiative. In short, what was this work intended to achieve?

15. STRATEGY (100 words or less): Please state the strategy behind this entry. (25 points)

16. EXECUTION (100 words or less): Please explain the execution of this entry. How was your strategy executed? (25 points)

17. 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. (25 points)

18. RESULTS/MEASUREMENT (100 words or less): Please explain the end result of this marketing execution and what metrics were employed to measure success. If results are not yet available, please explain the system you have established for measuring success as results come in. (25 points)



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UPLOAD AND SUBMIT

19. OPTIONAL: Please feel free to upload a file for judges to view a sample of this entry. This is not a required step for full point attribution.

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)

Only PDF, PNG, JPG and JPEG files are supported.

Choose File

Choose File

No file
chosen

20. OPTIONAL: Please feel free to provide a link to direct judges to view a sample of this entry. This is not a required step for full point attribution. 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.

Please insert your sample's URL here: