

## Emerging Media Awards

### *Call for Entries*

The Summit Emerging Media Award (Summit EMA) continues to evolve because media is rapidly changing and there is a need to reward those pushing its bounds. We are studying these changes and looking for the new powerful tools and avenues to conceptually reach an application to which the audience and consumer can relate.

The long held rules of advertising design which include specific channels and collateral are changing. In this new era, media needs to directly affect the lifestyle and emotions of the consumer. Mirroring and reinventing the rapidly changing world of commerce. The future focuses on this constant reinvention. That is not to say there is no room for conventional advertising or any of its well-studied conditions. It is simply to acknowledge this reinvention. This is the heart of the craft's new form -- one can no longer learn or teach formulaic solutions to advertising.

This award is for the pioneers of the bleeding edge means of modern communication.



#### **Eligibility:**

Summit EMA is open to both individuals and companies. Work completed after August 1, 2006 is eligible to compete. Work not yet published or is ongoing is eligible as long as 51 percent of the work was prior to September 1, 2008. Entries previously entered or recognized into another SIA competition are eligible to compete in the EMA. Include a written translation or adaptation for entries in languages other than English.

#### **Level of Awards:**

VISIONARY



Visionary Award

- Recognition for demonstrating unusually keen foresight in emerging media.

SUMMIT  
EMERGING MEDIA  
AWARDS

INNOVATOR



Innovator Award

- Recognition for introducing new methods.

SUMMIT  
EMERGING MEDIA  
AWARDS

LEADER



Leader Award

- Recognition for directing the movement and helping to set the pace for emerging media.

SUMMIT  
EMERGING MEDIA  
AWARDS

#### **Who Should Enter:**

- Interactive and advertising agencies
- Freelancers
- Public relations firms
- Search Marketing
- Bloggers
- Online & Software Companies
- Marketing/Branding firms
- In-house marketing departments
- Multi-media producers
- Animation and web designers
- Graphics designers
- Video/film/audio production

**Judging:**

The awards conducts a blind judging (entrant names withheld.) Judging takes place in October with winners announced in November. Entries compete against a benchmark threshold and only against other entries once they achieve the Leader award level. Experienced interactive executives and creative professionals comprise multiple EMA juries. Judges evaluate each entry and critique it on Method, Innovation & Information.

**Criteria:**

To achieve the desired results in today's marketplace marketing must engage at a deeper level. We must negotiate the terms of engagement across generations and cultures in a more customized fashion. We must know and clearly communicate the audience's value proposition to a diverse global workforce.

**METHOD**

- Uniqueness
- Audience Reach
- Strategy

**INNOVATION**

- Concept & Content
- Visual Design/Creativity
- Graphical user interface (GUI)
- Functionality
- User Experience

**INFORMATION**

- Marketing message integration
- Audience Appeal
- User appeal

**Winner Recognition:**

The Awards makes available a comprehensive media kit including press templates, winner icons, trophy graphics and examples of winning media coverage. Winning entries receive a personalized certificate on opaque vellum with the Summit EMA motif. Customized trophies are also available.

All winners are automatically included in the Winner's Directory. Winners are also entitled to create a web microsite hosted by Summit International Awards which includes searchable meta tags and company profile. The web microsities include representational graphics along with a comprehensive description and link to winner's portfolio. Microsites receive full rotation on the Awards site and RSS feeds.

**Entries:**

- Single – single execution
- Campaign – multipart execution
- Websites

**Entry Fees:**

- Single – \$95
- Campaign – \$145
- Websites - \$125

**Accepted Payment Forms:** Visa, MC, Amex, Check

**Final Submission Deadline:** **Monday, October 6, 2008**

**How to Enter:**

All contestants enter using the Award's On-line Entry System.

**On-line Entry System**

1. Browse the category icons to find the category(ies) in which you choose to enter.
2. Fill-in the Submission Title, Client Name and URL(s).
3. Add it to your cart. You may shop for as many categories as you have projects you wish to submit. As you choose, they are itemized in your Shopping Cart.
4. Once you have finished adding your submissions, you may proceed to the Checkout area which gathers contact information and form of payment. You will receive a confirming email receipt shortly thereafter.
5. After you check out, you are automatically directed to the upload module if your submissions are not URLs. Uploads must remain under 10 megs each.

**Categories:**



Questions:  
 Email – [sia@summitawards.com](mailto:sia@summitawards.com)  
 Telephone – 503-297-9979  
 Website – [www.summitawards.com](http://www.summitawards.com)

Deadline: **October 6, 2008.**  
 Extensions must be approved; call 503-297-9979  
 or email [sia@summitawards.com](mailto:sia@summitawards.com).