

Choosing a Category

All entries in Category A through D are considered digital media and files must be submitted online. A virtual presentation “board” may be created for display at the Gala. The virtual presentation “board” should be created as a PowerPoint slide and must be provided with the entry submission.

Category A: INTERACTIVE/MULTIMEDIA PRESENTATIONS

Presentations created for internal or external sales, marketing, public relations and product demonstration.

- A1. 3-D Animations
- A2. Motion Graphics – Text, design or photography in motion
- A3. Interactive Presentations – Multimedia, Flash and PowerPoint presentations, etc.
- A4. Interactive tradeshow, Exhibit or Special Event
- A5. Videos

Category B: ONLINE MEDIA

Communication materials posted externally to the Internet, internally to the company’s intranet or sent via email. All judging is completed online – provide username and password if required to view or entry will be disqualified.

- B1. Internal Website/Intranet – Budget under \$24,999
- B2. Internal Website/Intranet – Budget \$25K to \$74,999
- B3. Internal Website/Intranet – Budget over \$75K
- B4. External Website/Internet – Budget under \$24,999
- B5. External Website/Internet – Budget \$25K to 74,999
- B6. External Website/Internet – Budget over \$75K
- B7. Online Advertising–Single banners, buttons, pop-ups, peel downs and campaigns
- B8. Internal e-Newsletter
- B9. External e-Newsletter
- B10. E-mail Campaign
- B11. Webinar or Virtual Trade Show – Educational or sales web presentation

Category C: SOCIAL MEDIA and MOBILE MARKETING

- C1. Social Media Marketing Campaign – Blogs, Twitter, Facebook, etc.
- C2. Mobile Marketing Strategy (QR codes, websites optimized for mobile devices, etc)

Category D: BROADCAST MEDIA – TV and RADIO

- D1. TV Commercial – Single/Campaign
- D2. Radio Commercial – Single/Campaign

All entries in Category E through R must be mounted on 18”x24” or 24”x36” rigid black poster board(s). Oversized boards are subject to double entry fees. Leave a 2”x3” safety area on the bottom right corner of the board for entry labeling. To prevent separation of multiple pieces during the handling process, follow these guidelines:

- Binders should accompany a presentation board and must include a copy of the entry form.
- Brochures should be in sturdy pockets or sleeves affixed to the board(s); close sleeves with tape or Velcro prevent loose materials falling out.

- 3-Dimensional pieces should either be affixed to or accompany a presentation board and must include a copy of the entry form.
- Package multiple boards for the same entry together and clearly label each board (1 of 4, 2 of 4, etc.).

Category E: NEWSLETTERS

Printed communication materials that are less than 16 pages. Submit two or three sample issues.

- E1. Internal Audience Newsletter
- E2. External Audience Newsletter

Category F: MAGAZINES

Printed communication materials that are 16 pages or more. Submit two or three sample issues.

- F1. Internal Audience Magazine
- F2. External Audience Magazine
- F3. Custom Published Magazine – Single-edition magazine supplements

Category G: OUTDOOR and TRANSIT

- G1. Billboard, poster or bulletin – Single or campaign
- G2. Mass Transit Campaign (as on a bus, train or plane)
- G3. Vehicle Graphics (fleet design or vehicle wrap)

Category H: ANNUAL REPORT

Communications targeting corporate donors, boards of directors, shareholders, etc.

- H1. Annual Report – Public company
- H2. Annual Report – Non-profit company

Category I: CORPORATE or PRODUCT IDENTITY

Include statement of purpose and other rationale on the entry form.

- I1. Logos and Stationery Packages
- I2. Package Design
- I3. Branding or Re-branding Campaign
- I4. Graphics Standards Manual (include DVD or binder with presentation board)

Category J: GRAPHICS

Individual pieces or components of larger works, as a single piece or a series.

- J1. Photography (single or series)
- J2. Illustration (hand-drawn or computer generated art)
- J3. Magazine or Publication Cover (single or series)
- J4. Graphic or Stand-alone Banner

Category K: TRADE SHOWS, EXHIBITS and SPECIAL EVENTS

Customer-focused events. Include photos, floor plans and related materials.

- K1. Tabletop or Poster Display, Kiosk Display and Models
- K2. Back Wall Exhibit (any size)

- K3. Small Exhibit (peninsula or island under 500 square feet)
- K4. Large Exhibit (peninsula or island over 500 square feet)
- K5. Trade Show Campaign (total campaign with exhibit)
- K6. Fixed Installation (lobbies, airports, etc.)
- K7. Themed Special Event (internal or external)

Category L: PUBLIC RELATIONS

Ongoing and new audience PR including recruitment. Include a package suitable for judging (generally a binder) along with display board.

- L1. Total PR Program – Internal integrated effort reaching ongoing audiences
- L2. Total PR Program – External integrated effort reaching ongoing audiences
- L3. Total PR Program, Non-Profit – Integrated effort targeted toward business sponsorships, board of directors, etc.

Category M: SALES LITERATURE

Product or service oriented literature. Include sample copies.

- M1. Capabilities or Facilities Brochure
- M2. Sales Brochure
- M3. Product Catalog
- M4. Technical Literature Series
- M5. Dealer/Distribution Sales Package or Media Kit

Category N: PROMOTIONAL MATERIALS

Use photos of dimensional items on entry board and include a sample.

- N1. Rep/Dealer/Distributor Demo or Promo Display
- N2. Specialty Item – Budget under \$20 per item
- N3. Specialty Item – Budget over \$20 per item

Category O: DIRECT MAIL

Use photos of dimensional items on entry board and include a sample.

- O1. Printed Mailing(s)
- O2. Dimensional Object Mailing(s)

Category P: SPACE ADVERTISING

Budget to include creative and placement costs, etc.

- P1. Fractional Page Advertising – Single placement
- P2. Full Page and Spread Advertising – Single placement
- P2. Advertising Campaign – Budget under \$49,999
- P3. Advertising Campaign – Budget over \$50,000

Category Q: TOTAL COMMUNICATIONS PROGRAM

Marketing programs using multiple tactics, such as advertising, public relations, online, event, direct, etc., within an integrated strategy.

- Q1. Total Communications – Budget under \$99,000

Q2. Total Communications – Budget from \$100,000 to \$199,000

Q3. Total Communications – Budget over \$200,000

Category R: MARKETING RESEARCH

Research involving data such as words, pictures, objects or numerical data.

R1. Qualitative and/or Quantitative Research Project

SPECIAL AWARDS

Selected from individual category Lantern Award winners, either by the Judges or Gala Attendees

- Rookie of the Year – selected by judges from first-time entrants receiving a Lantern Award
- Agency of the Year – selected by judges from agencies receiving a Lantern Award
- Best of Non-Profit – selected by judges from non-profit entries receiving a Lantern Award
- Best of Show – selected by judges from overall Lantern Award winners
- People's Choice – selected during the Gala by attendees from all displayed entries (Certificate of Excellence and Lantern Award recipients)

The Best of Show award winner continues on to compete in the Business Marketing Association's B2 Awards courtesy of BMA Houston. The BMA B2 Awards is a nationwide competition among BMA organizations all over the United States which recognizes and honors business marketers for innovative global brand strategy, customer marketing strategy, integrated internal and external marketing communications strategy, e-business strategy, new media strategy and successful new product and service introductions.

Rules and Awards Re-order

Lantern Awards are given to the highest scoring marketing piece in each category by the judges. Only one Lantern is presented per category, however, one is not necessarily granted for every category. Awards of Excellence are presented to other pieces in recognition for marketing excellence within each category. One copy of each award is presented at the Gala; additional awards can be ordered from BMA Houston after the event. Lantern Awards are \$175 each and Awards of Excellence are \$75 each.