

2014 OpenWater Awards Program

Call for Entries

Members and non-members welcome to participate! Extended Entry Deadline: August 30, 2014



Winners will be announced at a special ceremony at the OpenWater Conference held November 3-5 in Washington DC at the JW Marriott.

For awards call for entries or to enter, visit www.openwatertech.com/awards.

About The Awards

The OpenWater Awards celebrate the year's best of the best in awards programs. The awards, sponsored by nonprofitCMS, were created to raise awareness and exposure of the outstanding work being done in the awards industry.

OpenWater member and non-member companies, or agencies and media companies submitting on behalf of their clients may enter the awards.

Winners will be chosen based on the creativity of the campaign and relevancy to the targeted segment. The deadline for submissions is extended to Friday, August 30, 2014.

Winners will be announced at the OpenWater Conference, which takes place November 3-5 in Washington, DC at the JW Marriott.

The Categories

The 2014 competition will give out 10 awards. One grand prize, plus category winners as appropriate, will be awarded for each of the following categories:

- Best Awards Program
- Best Call For Entry Template
- Best Awards Marketing
- Best Awards Show
- Best Use of Judging Criteria

- Best Use of Automated Emails
- Best Awards Website
- Best Awards Video
- Most Entries
- Best In Person Judging Event

Companies/agencies/media companies are welcome to submit multiple entries within a category or across multiple categories.

Judging Criteria

Entries will be judged on creative excellence and relevancy to the category for which they are submitted. OpenWater reserves the right to withhold an award in any category should entries not meet the criteria. Judges will include members of OpenWater and a select number of distinguished guests with expertise in awards programs. All decisions are final.

Entry Information

PLEASE NOTE THAT WE ARE NOW ACCEPTING ONLY DIGITAL SUBMISSIONS

Two (and only two) pieces of creative from the same campaign must be included in the entry to qualify.

- The entry may include any combination of creative materials from the following media: TV, radio, magazines, direct mail, print, out-of-home, and digital media

advertising. (Example: an entry may consist of two TV commercials, a radio and a direct mail, or a print and digital media.)

- A media flowchart must outline the campaign's media elements, indicating specifically where/when the submitted creative ran. Please remove all cost information from the media flowchart.
- The creative submitted must have run during the period from June 2013 through June 2014 within the U.S. for a minimum period of two weeks (non-consecutive weeks are acceptable)
- Translations (if applicable) must be included per the media specifications on next page.

Deadline

The submission deadline is has been extended to August 30, 2014.

Fees

An entry fee of \$525 per submission is required for each individual campaign entered.

You may pay by credit card or check. Please make sure to include your check number on your entry form in the space provided. Please note: once an entry has been submitted and payment processed, no refunds shall be issued.

If paying by check, please mail a check made payable to OpenWater, Inc. with your entry ID # clearly marked on the check and mail to:

c/o OpenWater.

1050 17th Street NW STE 760

Washington, DC, 20037

How to Submit

Please complete the following steps:

1. Review the call for entries.
2. Complete the online entry form (www.openwatertech.com/awards)
3. Submit your form, including all files uploads.
4. You will receive a confirmation email with your completed entry information and upload instructions. Save this email as a text file.

Questions?

For further information, please contact

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