



2019 ADP Gold Book Awards

Entry Description Form

Marketing and Promotion Division

Category MP1: Excellence in Sales Support Collateral

Publisher: _____

Title of Sales Support Collateral: _____

Description: _____

Objective and Results Achieved of Entry: _____

Sales Support Use Date(s): _____

Entry Concept: In-House Proprietary
 Outsourced Vendor _____
(Partner Company)

Entry Production: In-House Proprietary
 Outsourced Vendor _____
(Partner Company)



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Entry Description Form

Marketing and Promotion Division

Category MP2: Excellence in Marketing – Printed Direct Mail

Publisher: _____

Title of Direct Mail Piece: _____

Description: _____

Objective and Results Achieved of Entry: _____

Direct Mail Use Date(s): _____

Entry Concept: In-House Proprietary
 Outsourced Vendor _____
(Partner Company)

Entry Production: In-House Proprietary
 Outsourced Vendor _____
(Partner Company)



2019 ADP Gold Book Awards

Entry Description Form

Marketing and Promotion Division

Category MP3: Excellence in Marketing – Event

Publisher: _____

Name of Event: _____

Target Audience: _____

Objective and Results Achieved of Entry: _____

Event Date: _____

Entry Concept: In-House Proprietary
 Outsourced Vendor _____
(Partner Company)

Entry Production: In-House Proprietary
 Outsourced Vendor _____
(Partner Company)



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Entry Description Form

Marketing and Promotion Division

Category MP4: Excellence in Marketing – Magazine and Newspaper

Publisher: _____

Title of Ad: _____

Description: _____

Objective and Results Achieved of Entry: _____

Date(s) Ad Ran: _____

Entry Concept: In-House Proprietary
 Outsourced Vendor _____
(Partner Company)

Entry Production: In-House Proprietary
 Outsourced Vendor _____
(Partner Company)



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Entry Description Form

Marketing and Promotion Division

Category MP5: Excellence in Marketing – Outdoor

Publisher: _____

Title of Outdoor Ad: _____

Description: _____

Objective and Results Achieved of Entry: _____

Outdoor Ad Display Date(s): _____

Entry Concept: In-House Proprietary
 Outsourced Vendor _____
(Partner Company)

Entry Production: In-House Proprietary
 Outsourced Vendor _____
(Partner Company)



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Entry Description Form

Marketing and Promotion Division

Category MP6: Excellence in Marketing – Industry Innovation

Publisher: _____

Title: _____

Description: _____

Objective and Results Achieved of Entry: _____

Date(s): _____

Entry Concept: In-House Proprietary
 Outsourced Vendor _____
(Partner Company)

Entry Production: In-House Proprietary
 Outsourced Vendor _____
(Partner Company)