# 2020 ADP Directory Excellence Awards

## Marketing Division

## Entry Description Form

**Category M1** - Excellence in Marketing - Sales Support Collateral

Weighted - 4%

Publisher Name: _____

Title of Sales Support Collateral: _____

Description: _____

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_____

_____

Objectives and Results Achieved: _____

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_____

Sales Support Use Date(s): _____

Entry Concept:

☐ In-House Proprietary

☐ Outsourced Vendor _____

(ADP Partner Company)

Entry Production:

☐ In-House Proprietary

☐ Outsourced Vendor _____

(ADP Partner Company)

# 2020 ADP Directory Excellence Awards

## Marketing Division

## Entry Description Form

**Category M2** - Excellence in Marketing – Direct Mail, Contest, Magazine, Newspaper, Outdoor or Event

Weighted - 4%

Publisher Name: _____

Title of Entry: _____

Description: _____

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Objectives and Results Achieved: _____

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Dates of Use: _____

Entry Concept:

☐ In-House Proprietary

☐ Outsourced Vendor _____
(ADP Partner Company)

Entry Production:

☐ In-House Proprietary

☐ Outsourced Vendor _____
(ADP Partner Company)

# 2020 ADP Directory Excellence Awards

## Marketing Division

## Entry Description Form

**Category M3** - Excellence in Marketing – Best Advertiser's Website

Weighted - 4%

Publisher Name: _____

Website Address: _____

Description _____

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Objectives and Results Achieved: _____

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Entry Concept:

☐ In-House Proprietary

☐ Outsourced Vendor _____
(ADP Partner Company)

Entry Production:

☐ In-House Proprietary

☐ Outsourced Vendor _____
(ADP Partner Company)

# 2020 ADP Directory Excellence Awards

## Marketing Division

## Entry Description Form

**Category M4** - Excellence in Marketing – Best Social Media Strategy

Weighted - 4%

Publisher Name: _____

Title of Strategy: _____

Description: _____

_____

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Objectives and Results Achieved: _____

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Entry Concept:

☐ In-House Proprietary

☐ Outsourced Vendor _____
(ADP Partner Company)

Entry Production:

☐ In-House Proprietary

☐ Outsourced Vendor _____
(ADP Partner Company)

# 2020 ADP Directory Excellence Awards

## Marketing Division

## Entry Description Form

**Category M5** - Excellence in Marketing – Best Strategy to Grow Digital Audience

Weighted - 4%

Publisher Name: _____

Title of Strategy: _____

Description: _____

_____

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Objectives and Results Achieved: _____

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Entry Concept:

☐ In-House Proprietary

☐ Outsourced Vendor _____
(ADP Partner Company)

Entry Production:

☐ In-House Proprietary

☐ Outsourced Vendor _____
(ADP Partner Company)

# 2020 ADP Directory Excellence Awards

## Marketing Division

## Entry Description Form

**Category M6** - Excellence in Marketing – Industry Innovation

Weighted - 5%

Publisher Name: _____

Title of Entry: _____

Description: _____

_____

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Objectives and Results Achieved: _____

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Date(s): _____

Entry Concept:

☐ In-House Proprietary

☐ Outsourced Vendor _____
(ADP Partner Company)

Entry Production:

☐ In-House Proprietary

☐ Outsourced Vendor _____
(ADP Partner Company)