



2023 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: _____

Objectives and Results Achieved: _____

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)



2023 ADP Directory Excellence Awards

Marketing Division

Entry Description Form

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

Weighted - 4%

You may enter only one entry for this category.

Publisher Name:

Title of Entry:

Description:

Objectives and Results Achieved:

Dates of Use:

Entry Concept:

☐ In-House Proprietary

☐ Outsourced Vendor

(ADP Partner Company)

Entry Production:

☐ In-House Proprietary

☐ Outsourced Vendor

(ADP Partner Company)



2023 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 _____

Objectives and Results Achieved: _____

Entry Concept:

☐ In-House Proprietary

☐ Outsourced Vendor

(ADP Partner Company)

Entry Production:

☐ In-House Proprietary

☐ Outsourced Vendor

(ADP Partner Company)



2023 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:

Objectives and Results Achieved:

Entry Concept:

☐

In-House Proprietary

☐

Outsourced Vendor

(ADP Partner Company)

Entry Production:

☐

In-House Proprietary

☐

Outsourced Vendor

(ADP Partner Company)



2023 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:

Objectives and Results Achieved:

Entry Concept:

☐ In-House Proprietary

☐ Outsourced Vendor

(ADP Partner Company)

Entry Production:

☐ In-House Proprietary

☐ Outsourced Vendor

(ADP Partner Company)



2023 ADP Directory Excellence Awards

Marketing Division Entry Description Form

Category M6 - Excellence in Marketing – Industry Innovation

Weighted - 5%

Publisher Name: _____

Title of Entry: _____

Description: _____

Objectives and Results Achieved: _____

Date(s): _____

Entry Concept:

☐ In-House Proprietary

☐ Outsourced Vendor

(ADP Partner Company)

Entry Production:

☐ In-House Proprietary

☐ Outsourced Vendor

(ADP Partner Company)