

AASCIF

COMMUNICATION AWARDS 2023

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AASCIF's goal is to recognize the best, most creative and effective communications programs created by member organizations.

Prizes are awarded in 12 categories. Additionally, there is a Best of Show category for the "Best of the Best" among the winners in all categories.

Award winners will have the opportunity to showcase their winning entries in an online awards showcase this summer.

ENTRY DETAILS

This year, entries will be submitted through a form that is available on the new AASCIF website. If you have not signed in to your new account, please go to aascif.org to do so. You will need to be signed in to submit an entry.

Once signed in, click Resources in the top menu, then click 2023 Communication Awards. All entries will only be accepted through the online form. You will be asked to upload a link that has all supporting materials (ex. Google Drive, Drop Box). All supporting materials must use the following naming convention:

STATE ABBREVIATION_CATEGORY NUMBER

Entries will only be accepted through the online form. The deadline for entry submission is **Monday, May 15, 2023**.

ELIGIBILITY

Participation is open to all AASCIF-member boards. Entries should represent the fund or board for which they were created.

Items produced between January 1, 2022 and March 31, 2023 are eligible for entry.

Entry items cannot have been entered in past AASCIF competitions.

You may only submit one entry per category. Participants are only allowed four entries total. Identical entries in more than one category will not be accepted. Individual assets and pieces may be submitted both individually and as part of a larger campaign.

Entries received after the due date will not be accepted.

Please note that incomplete submissions will not be judged.

CATEGORIES



1 | EXCELLENCE IN DESIGN

This category recognizes outstanding design in any medium, including print, online, digital, branded items, new or updated company branding, and more.



2 | EXCELLENCE IN WRITING

This category recognizes outstanding writing in any medium such as newsletter, magazine, newspaper, or online. Submissions should be at least 500 words in length.



3 | AGENT COMMUNICATIONS

This category evaluates agent communication assets and their effectiveness. Entries may include newsletters, emails, collateral pieces, and more.



4 | POLICYHOLDER COMMUNICATIONS

This category evaluates policyholder communication assets and their effectiveness. Entries may include newsletters, emails, collateral pieces, and more.



5 | EXTERNAL CAMPAIGNS

This category is for advertising or communications campaigns for external audiences. Entries should include examples from multiple mediums, such as advertisements, landing pages, brochures, newsletters, videos, press releases, etc. that comprised the campaign.



6 | SOCIAL MEDIA CAMPAIGN

This category recognizes a single social media project or campaign. Entries may include any combination of posts, social assets, and analytics.



7 | MULTIMEDIA PRODUCTION

This category recognizes excellent multimedia productions such as videos, live streams, presentations, podcasts, and more.



8 | WEBSITE/MOBILE APP

This category showcases websites and mobile apps that are launched, redesigned, or refreshed within the contest eligibility period. Include the URL or instructions to download the app. Judges will view the website or app on the day of contest judging.



9 | INTERNAL NEWSLETTER

This category recognizes successful employee newsletters, e-newsletters, or magazines that are printed or distributed digitally.



10 | INTERNAL COMMUNICATIONS EXCELLENCE

This category showcases internal communications efforts or campaigns. Submissions may include intranet posts, advertisements, email campaigns, etc.



11 | OPEN CATEGORY

This category recognizes marketing and communications excellence and may include any effort or asset. Examples include information kits, calendars, magazines, posters, promotional campaigns, logos, and more.



12 | COMMUNITY IMPACT

This category is for philanthropic initiatives that improve or maintain an organization's relations or image in the communities in which it operates, and/or advances public understanding of societal issues, problems, or concerns.

TIPS FOR WINNING ENTRIES

- 1 Clear and **readable**.
- 2 One sentence that **clearly states the objective** of the entry.
- 3 Concise and compelling summaries. (Suggestion: **tell the story** of the entry.)
- 4 Articulate the challenge or the problem that was overcome. (Suggestion: include **the result** as well.)
- 5 Conduct qualitative or quantitative **research** (as part of the work that guided creation of the entry).
- 6 Establish **specific, measurable objectives** (e.g. what you were trying to change, by how much, in what period of time.)
- 7 Show how your **evaluation links to objectives**.
- 8 Include specific **stakeholders/ audiences**.
- 9 Include **detailed budget** (ie., describe how you made the best use of your budget and include hard and soft costs, such as time.)
- 10 Make sure you are **following the online form requirements**.

HOW TO PREPARE

YOUR ENTRY

1

Entries must be submitted in an electronic form.

Entries should include any and all supporting materials referenced in the summary. All supporting materials should be uploaded into a shareable link (Google Drive, DropBox link, etc.).

2

Complete the new electronic form on the AASCIF website.

Form will require the following criteria:

- » **Objectives.** What are the specific and measurable objectives of the program? How do the content, vehicles used, and overall appearance support these objectives?
- » **Strategy.** Who are the targeted audiences? What was the overall strategy to reach those audiences?
- » **Roles.** Include the roles of internal staff and external consultants.
- » **Target Audience.** Describe the target audience's demographics and other special features or challenges.
- » **Evaluation.** How was the entry's success measured? How do the results relate to the stated objectives?
- » **Budget.** What was the overall budget? What was the cost per piece to produce? List the individual costs of all components, including consulting fees.

3

Submit entries on the new AASCIF website.

If you have not yet set up your account, go to aascif.org. Deadline for receipt of entries is Monday, May 15, 2023.

JUDGING CRITERIA

The judges will consider the following criteria when making their selection:

- » Does the entry meet the stated objectives?
- » Were the strategies and tactics well-developed and effective?
- » How did the creators evaluate their submission's effectiveness?
- » Was the budget adequate to achieve stated objectives?
- » Are the writing and editing logical, concise, and creative?
- » Does the entry exhibit creative and effective design or layout?
- » Does the entry maximize the medium's potential?
- » How effective is the entry in telling a story, providing evidence, and conveying results?

IMPORTANT REMINDERS

Awards may be given for first, second, or third place in each category. Entries are limited to one per category.

IMPORTANT: A minimum of three entries by three states or provinces must be entered into a category for judging.

Categories with fewer entries will not be judged. These entries will be moved to the "Open Category." Organizations that enter two or more entries in the "Open Category" are eligible to receive only one award in that category.

SUBMISSION

Remember to enclose the following items in an electronic format:

1

Contact Information.

2

Entry summary.

3

Entry and supporting materials.

DEADLINE

The deadline for receipt of all entries is **Monday, May 15, 2023.**

Late entries will not be accepted.