

37TH ANNUAL—ARE YOU READY?

ALL CONTENDERS ARE WELCOME • WHO WILL BE THE LAST ONE STANDING?



FACE-OFF

MARKETING COMPETITION **2011**

THE TANGLE IN TAMPA



**florida public
transportation
association**

HYATT REGENCY TAMPA

OCT. 16-18 | TAMPA
FLORIDA

★★★★ BATTLELINES HAVE BEEN DRAWN ★★★★★

2011 MARKETING FACE-OFF

Are you ready for this year's marketing face-off? The battle lines have been drawn. Transit teams have been sharpening their marketing tools in preparation. And now is the time when our warriors will be recognized for their hard work, innovation and impeccable execution.

Want to be the last one standing in this year's face-off? All contenders are welcome. Gather your marketing materials and start laying out your strategy for battle! In fact, putting together an entry is painless. Simply follow the directions enclosed and you're one step closer to walking away with a much-coveted badge of honor.

And most importantly, join us in October at the awards banquet as we celebrate these marketing milestones and achievements throughout the industry.

Let the Face-Off begin!

ELIGIBILITY

All FPTA member systems are eligible to enter the Marketing Awards Competition. All work submitted must have been created, published or implemented by, or for, an FPTA member between September 1, 2010 and August 31, 2011.

Only one (1) entry will be accepted from each system in each category and subcategory. For example, you can enter one item in Category 1A and enter it again in Category 1B, if you think it qualifies; however, you cannot enter anything else in those categories. Agencies are limited to four (4) entries total! Late entries will not be accepted. Entries are free.

CLASS

Classifications are based on the size of the transit system's fleet (consistent with American Public Transportation Association's Awards Competition).

★ Class 1

(99 or fewer buses or rail cars)

★ Class 2

(100 + buses or rail cars)

JUDGING

A panel of marketing professionals will judge entries. Decisions will be final and based on the following criteria:

- ★ 50% Innovation/Creativity
- ★ 25% Production Quality
- ★ 25% Overall Effectiveness

Entries will be displayed during the FPTA Conference, but each system is responsible for ensuring their entries are properly prepared (see Entry Format). FPTA will provide technology compatible with audio/visual DVD and CD-ROM players. Highly specialized equipment required to properly view or experience an entry (audio tape synchronizers for slide shows, etc.) should be provided by the competing system. If FPTA must provide equipment to judge an entry, all rental fees will be charged to the competing system at the conclusion of the event. Please

contact Kelly Robertson at 888-912-1110 for rental arrangements.

AWARDS

First-place awards will be presented for each category, in each class, when a minimum score is reached. Judges may also elect to present a Certificate of Merit and/or an Honorable Mention in each category. Marketing's "Best of the Best" Award will be chosen from among first-place award winners and presented to the single best entry or campaign submitted, regardless of category or class. Judges may also select a "Judges' Favorite" Award.

SUBMISSION OF ENTRIES

The entry form may be typed in Adobe Acrobat Reader (but not "Saved") or, you may photocopy and complete the form by hand – please print. Complete one form for each entry.

- Attach a copy of the original entry form on the back of each entry in the upper-right corner.
- Include four additional photocopies of the entry form with each submission.
- Include a CD that contains the following:
 - 50-word summary of the project
 - JPEG or TIF image representing your entry

Package and mail your entries — in advance of the conference — by the deadline: **September 16, 2011 at 5 p.m.** All entries must arrive by this date and time to be considered eligible for judging.

Mail entries to:



BowStern Marketing
Communications
c/o FPTA Marketing Awards
Attention: Kelly Robertson
1725 Capital Circle NE, Ste. 205
Tallahassee, FL 32308
888.912.1110

Note: Late entries will not be accepted. Remember, enter only one (1) item per category and not more than four (4) entries per system. No fee required to enter. The Marketing Awards Committee will be responsible for transporting your entries to the conference and setting them up for display.

ENTRY FORMAT

All entries that can be mounted must be submitted on 15" x 20" black matte boards hinged together. Entries too large or too heavy must be submitted as 8" x 10" color photographs mounted on 15" x 20" black matte board. No identification tag can appear on the front of the boards other than logos and type as part of the entry itself. An entry form must be attached to the back of each mounting board in the upper-right corner.



Print Entries

Print entries (schedules, brochures, system maps, single ads, etc.) must be mounted on 15" x 20" black matte boards. Large campaigns that do not fit on a single board must be mounted on hinged 15" x 20" black matte boards. If the handling of the piece is critical to the impact of your printed entry, create a pocket or attach an envelope on the front of the board to hold printed copies.



Electronic / Audio-Visual Entries

Electronic/Audio-Visual entries (training videos, television commercials, etc.) must be submitted on DVD. Jingles (radio or music) must be submitted on an audio-formatted CD. Entry forms must be attached to entries with rubber bands. Synchronized slide shows (driven by a pre-recorded audio cassette) must be noted on the entry form (if possible, judges prefer to have slide shows transferred to DVD). Highly specialized equipment required to properly view or experience an entry should be provided by the competing system. Indicate the software and platform used (Windows or Macintosh).



Internal/Employee Communications

Internal/Employee Communication entries (employee newsletters, posters, videos, etc.) must be mounted on 15" x 20" black matte board with the entry form attached to the back in the upper-right

corner. Use the Electronic/Audio-Visual entry specifications for video/film and the pocket/envelope specifications for multipage newsletters.



Buses, Outdoor Advertising, Events

Buses, Outdoor Advertising, Special Events, etc. entries must be entered as 8" x 10" color photographs mounted on 15" x 20" black matte board with the entry form attached to the back in the upper right corner.



Signage

Interior or exterior signs identifying transit administration, operation or customer facilities, transit information kiosks/signs at transit stations/stops, transit stop signs, or other instructional or informational signs used by a transit system, will compete in this category.



Potpourri

Open to all FPTA members whether public transportation systems or private sector commercial businesses, this new category allows entries of any sort (public transit related) that were designed and published within the required timeframe but that either does not fit any existing category, or that the entrant does not qualify to make an entry in any other category

(vendors, commercial businesses, consultants, trade organizations, other governmental agencies, etc. who are FPTA members).

AWARD CATEGORIES

1. Print

★ **A. Advertising Collateral**

Any single promotional brochure, direct mail piece, poster, newsletter (other than employee), free-standing newspaper or magazine insert or other printed piece specifically designed to advertise a transit system product or service that delivers its message without being placed in the media.

★ **B. Advertising**

Any single advertisement or print campaign that delivers a transit system product or service message via a newspaper, magazine or other regular publication.

★ **C. Instructional Information**

Any transit schedule, timetable, system map, ride guide or non-advertising information piece whose sole purpose is to publish transit information and/or educate riders on using the transit system.

2. Internal/Employee Communications

Any transit system newsletter, poster, film, campaign, or other tool used to inform, educate, motivate or award employees.

3. Electronic Media/ Audio-Visual

★ **A. Television**

Any transit system television commercial or program broadcast on commercial or public television.

★ **B. Radio**

Any transit system radio commercial, jingle or program broadcast on commercial or public radio.

★ **C. Other**

Transit system training videos, public relation videos or audio loops, musical on-hold messages or slideshows.

4. Bus Exteriors

★ **A. System Self-Promotion**

Transit system single-vehicle design to promote a system or an event with which a system is closely associated or identified as a sponsor.

★ **B. Commercial Design**

This category is for third-party vendors (FPTA members) and includes any bus exterior created or executed for an advertiser other than the system itself.

5. Bus Interior Graphics

★ **A. System Self-Promotion**

Created by the FPTA member to promote a system or an event with which a system is closely associated, or identified as a sponsor.

★ **B. Commercial Design**

This category is for third-party vendors (FPTA members) and includes any bus interior created or executed for an advertiser other than the system itself.

6. Special Events

Any event created by, or for, an FPTA member to promote transit system awareness or to increase ridership. Events must last one (1) month or less. Submit two (2) to six (6) elements created for this event.

7. Sustaining Campaigns

Any comprehensive transit system marketing campaign lasting longer than two (2) months. Entry should feature three (3) to six (6) elements created for this campaign.

8. Signage

Any interior or exterior sign which identifies a transit administration, operation or customer facility, transit information kiosks/signs at transit stations/stops for the purpose of publishing transit maps/schedules, transit stop signs, or any other instructional or informational sign used by a transit system.

9. Online Communications

★ **A. Website**

Any website created by, or for, an FPTA member. This can include transit agency or campaign-specific website. Submission must include screen captures of the site itself.

★ **B. Social Media**

Any social media platform or campaign used to promote transit and engage

the consumer. This can include viral videos, social networking sites, micro-blogs, photo-sharing sites, etc.

10. Potpourri

Any communication item published by an FPTA member which does not satisfy the requirements of any of the previous eight (8) categories and subcategories.

FPTA's Best Marketing

Winners in all other categories and subcategories will automatically be put into this competition. No additional entryform is necessary for this entry.

★ A. Best of the Best

★ B. Judges' Favorite



2011 CONFERENCE DETAILS

October 16 - 18, 2011
Hyatt Regency Tampa
211 North Tampa Street
Tampa, FL 33602

SCHEDULE OF EVENTS

October 16 - 18, 2011
Marketing entries on display
8 a.m. to 5 p.m.

Tuesday, October 18, 2011
Awards Banquet
7 to 9:30 p.m.

Trophies will be presented to first place award winners. Merit awards will be announced and may be picked up at the conclusion of the banquet.