

tED magazine Best of the Best Awards Program FAQ

Q. Who can enter the competition?

A. The competition is open to distributors and suppliers that serve the electrical products industry.

Q. How do I to enter?

A. Entries will be accepted through our [electronic entry system](#). The link will be made live at 8 AM EST on Jan. 18, 2021.

Q. When is the deadline for the 2021 competition?

A. 11:59 PM EST March 5, 2021

Q. Can I mail my entry directly to tED instead of using the electronic system?

A. No. Entries are only accepted [electronically](#). The link will be made live at at 8 AM EST on Jan. 18, 2021.

Q. What is the cost to enter?

A. The fee structure is as follows:

Jan. 18-Feb. 1 (special early bird fee): \$125 per entry

Feb. 2-March 1: \$150 per entry

LATE ENTRIES will be accepted through March 19: \$200 per entry

Q. What are the categories?

A. There are 11 categories in this year's competition:

1. Brand Awareness: a specific marketing effort directed at customers and/or prospective customers and exclusively designed to introduce a new brand, announce a rebranding, or reinforce an existing brand.

2. Digital/Social Media Campaign: electronic campaigns that include two or more of the following: video, social media, email, digital newsletters, podcasts, blogs, wikis, and other digital media marketing efforts. *This is the category for campaigns that use ONLY digital or social media. If your campaign combines digital and traditional (paper-based) media (or uses exclusively traditional media), please enter it in Integrated Promotional Campaign category.*

3. Event: a specific marketing effort (single event or series with a unified theme) such as customer training, customer appreciation, special events,

trade show, and counter day promotions. May also include a road show or traveling event with a specialized theme. *(No employee training or appreciation events, please.)*

4. Integrated Promotional Campaign: three to eight complementary components (including selling tools, social media, creative display, print ads, etc.) used to promote the same product or service using a unified, consistent theme or creative execution. *This is the category for campaigns that combine digital and traditional (paper-based) media (or use exclusively traditional media). If your campaign uses ONLY digital or social media, please enter it in the Digital/Social Media Campaign category.*

5. Literature/Selling Tool: selling-related literature including brochures, binders, and/or digital media.

6. Print Ad: an individual newspaper, magazine or billboard advertisement or a series of newspaper, magazine or billboard advertisements.

7. Product Launch: the introduction of a new product (or line of similar products. May include multiple, complementary components such as print ads; website ads, mini pages or landing pages, direct mail, selling tools, emails, or any other media. Entries should have a common creative theme or execution.

8. Public Relations—Community Outreach: an effort to establish and/or maintain relationships with key stakeholders and audiences by connecting the company's mission, philosophies, and/or practices to the efforts of other (usually non-profit or community) organizations, groups, specific audiences or the general public. May include a fundraising effort, contribution or volunteer day that was well-publicized internally or externally, garnering positive publicity for your company.

9. Public Relations—Corporate: a planned communication program that serves (primarily) the organization's interests and builds mutually beneficial relationships with key publics. May include publishing and distributing a research study or report, securing publicity for a new location, or an effort to improve customer relations.

10. Video: a single video or related series of videos created for a specific marketing or public relations purpose to promote your company, its products or services. May include company or customer profiles, new product introduction, specific branding effort, product-focused how-to video or public relations video. *(No internal or external training videos, please.)*

11. Website: new website, microsite, specific campaign, or redesign. Please provide screen shots along with link to the live site; include any passwords judges might need to explore the site. If submitting a redesign, please provide screen shots of former site and new site.

Q. I have a marketing program I would like to enter, but I'm unsure of which category it should be entered in. Help!

A. Contact *tED* Editor Misty Byers via email at mbyers@naed.org or by phone at 888-791-2512 x316 for guidance.

Q. I have a marketing program that was designed and developed in 2020, but launched in 2021. Can I enter it?

A. Yes. As long as the bulk of the marketing efforts took place in 2020, it is eligible.

Q. Is there a limit to the number of entries I can submit?

A. No.

Q. Is there a word limit on the Statement of Purpose?

A. The best statements of purposes will be confined to one page (about 500 words) and will be clear and concise.

Q. Is there a limit to the number of support materials I can submit with each entry?

A. Each category is different and requirements are outlined in the submission form. However, when submitting more than one image/file for an entry they must be combined into a single PDF file.

Q. What file formats are approved for upload?

A. All image files must be in PDF format. Video or audio files should be submitted as links embedded into your PDF file.

Q. How are entries judged?

Entries are judged on their overall effectiveness and creative impact by an independent panel of marketing and industry professionals.

Each judge scores each entry based on the same criteria and not directly against other entries through a cumulative point system.

Once a category is completed, all scores are combined to select the winning entries.

Entries must score a predetermined number of points to be eligible for winning any given category.

If a category does not have an entry with a high enough qualifying score, it is possible that no winner will be selected.

In rare instances, the judges may also choose to award more than one winner in a given category.

Q. When will the winners be notified?

A. Individual winners will be contacted in May 2021.