



JOHN CAPLES
INTERNATIONAL
AWARDS

DMNews



caples.org/enter



Entry kit



/ **Entry kit**



Introduction

For more than 32 years the John Caples International Awards has been the premiere celebration of creative ideas that drive direct marketing campaigns. It is this innovation – coming from teams and individuals around the world – that inspires industry progress, customer connections and creates long-lasting businesses and brands. This year, Caples has introduced four new categories, which focus on the newest techniques in digital direct marketing.

Entering a third year of partnership with *DMNews*, the Caples Awards look to maintain the same great standards and relevance to an international audience, while pushing forward to examine how the latest technologies are shaping campaigns of the future.

We invite you to submit your best work to the scrutiny of the Caples process. Our panel of judges, all creative directors from across the globe, will convene later this year to review the work and select the winners.

Good luck! We look forward to celebrating the best work in the industry once again.

Sincerely,

Carol Krol
Editor-in-Chief
DMNews

Patrick Fultz
President
John Caples International Awards



/ **Entry kit**

Entry deadline Sept. 27, 2010

Entry rules and information

Entry questions?

Contact Shital Patel at:
Tel: 646-638-6157
E-mail: shital.patel@dmnews.com

Who can enter?

The Caples Awards are open to any agency, client or individual involved in direct marketing and relationship marketing communication throughout the world. Entries cannot be made without the prior permission of the advertiser/owner with rights of the advertisement. All Caples entries must be created within the context of a normal paying contract with a client, wherein the client paid for all or the majority of the media costs. The only exceptions are in the nonprofit categories and agency self-promotion.

Entry form

All entries must be submitted online.

Each entry for all categories requires the following:

- Definition of benefit
- Response mechanism (except where noted)
- A measurable response elicited (excluding the Direct Mail, Customer Retention and Retention/Loyalty, non-mail categories); campaigns may combine non-response and response elements

Please refer to each category for specific information required.

At the beginning of your entry submission, you will be asked to:

Select the type of work you will be submitting

- **Single** is one element.
- **Campaign** requires two or more elements in the same media.
NOTE: If you are submitting an **integrated campaign**, you will need two or more elements in at least two different media.
- **Technique** is a specialty category that ANY entry can submit (for an additional fee). Technique will be judged solely on the strength of copy or art direction, so within that category, a single print ad could compete against a multi-media campaign for best art direction.

Select your target

- Consumer
- Business
- Nonprofit

Select your Use of media/Technique

See Use of media and Technique Awards categories and requirements on pages 5-8.

Provide entry details

- Title/Headline
- Product/Service
- Target audience

Describe market problem

The philosophy and focus of Caples is on the power of creativity to address and overcome marketing problems, so please answer this section carefully. Each entry is required to include a market problem addressing the following:

- Target audience
- Marketing problem
- Objective
- Solution

The response is limited to 300 words. Results are not required but the inclusion of them may help the judges. As the Caples judges are international, please ensure your market problem is clear and concise. Please do not include your agency name in this section as this may result in disqualification.

Key info

Eligibility period

All entries must have appeared in the market between **September 27, 2009 and October 3, 2010.**

Entry fees

The single entry fee is \$275. The campaign entry fee is \$325. Each entry form requires a separate entry fee. A technique entry is \$275.

Deadline for entries

The deadline for entries is **Monday, September 27, 2010.** Entries which have not been submitted online, marked as final and paid in full by 11:59 p.m. ET on September 27 will be considered late.

Late entries

Late entries will be received until **Monday, October 4, 2010.** However, those entries received after September 27 will incur a late fee of \$50 per entry.





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Support materials

Support materials are mandatory for all entries. This will enable you to expand on the success of your entry. Support materials for each category will vary.

Refer to each category for any specific support material required.

Samples and packaging must not include markings which identify the creative group or agency, with the exception of self-promotion entries. Some examples include letterheads, visible watermarks, labels, marks on carrier envelopes containing the entries, credits in the code of digital entries, or leads on video.

Clear translations are required for all work which is not completed in English. Country idioms that may not be understood universally must be explained.

All support materials must be clearly identified and contained in an individual package. Companies sending multiple entries can use a large package for delivery purposes, but each individual entry must be contained in its own package with the corresponding entry number clearly marked on the outside.

Support material types

Digital

Digital entries must include all assets (websites, banner ads, e-mail, etc.)

- **Websites/Microsites:** required to upload and remain an accessible asset through December 31, 2010
- **Banner ads/E-mail:** required to upload gif file
- **Video:** required to upload in wmv format, file size no larger than 15MB, and a play time around three minutes
- **Audio:** required to upload as an MP3 file, file size no larger than 15MB, and a play time around three minutes

All materials must be PC and MAC compatible

Printed materials/Collateral

Printed materials and collateral entry materials must be included as complete actual sets. If complete live samples are not available, you may submit a presentation board.

- **Live samples:** two complete sets, as distributed or displayed
 - **Presentation board:** maximum size of the board is A2 (16.5" x 23.4") flush mounted on cardboard, not foam board
Required to include examples of each channel employed
- Single entries require one presentation board**
Campaign entries require two presentation boards

All campaigns are limited to 5 unique element samples

Multiple entries

Individual components may be entered as single entries. If you enter any component in more than one category, we strongly suggest you adapt your market problem to fit the category you are entering. You must also submit a separate set of support materials for each category entered.

Online entry submission

All entries must be submitted and paid for online. You may enter your entry information and save as a "draft" to return at a later date and submit payment. Please ensure your entry is marked as "final" in order to proceed with payment. Credit cards accepted include Visa, MasterCard, and American Express. Entries which are not paid prior to judging will not be considered.

Once all entry information is prepared, visit caples.org/enter to submit your entries.

Where to send support materials

Entries should be shipped via air courier and classified as business documents. Do not declare a value on your entry shipment. Otherwise, your shipment may be delayed at customs.

All support materials should include a shipping form printed from the entry system once your entry is paid and processed. The label must be affixed to the outside of the package and a copy of each completed entry form included inside. If you are shipping multiple entries in one package, please ensure each entry is clearly marked with the entry ID number and includes the printed online entry form.

Ship complete support materials to:

Attn: Eva Chan
John Caples International Awards
Haymarket Media
114 W. 26th St., 3rd Floor
New York, NY 10001

Returning support materials

The Caples Awards will not return any support materials. Also, due to the volume of materials received, the Caples Awards cannot confirm receipt of support materials. Therefore, it is advised you use a form of traceable delivery if you want to confirm receipt.





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Entry deadline Sept. 27, 2010

Categories & requirements

How will they be judged?

A panel of approximately 80 judges will select the winners through an extensive and thorough two-day process. These judges must be executive or SVP creative directors. All judges must presently work as a creative and must have done so for at least five years. Round 1 is the elimination round. Round 2 is the scoring round.

Judging is based on a creative solution to the marketing problem via:

- **Concept:** the overall creative idea
- **Copy:** how well the copy is crafted
- **Art direction:** the use of design and graphic elements to deliver the message

Any judge that has a conflict of interest, including but not restricted to: working for an agency that submitted that campaign, and/or involved with any aspect of the project, will not be allowed to judge that entry. Judges may move entries between categories if deemed unsuitable to one but appropriate for another. Scoring entries will be made at the discretion of the judges, and their decision will be final.

Finalist notification

Finalists will be announced on December 13 on caples.org, dmnews.com/awards and published in the issue of *DMNews*.

Sponsorship opportunities

For more information on sponsorship opportunities, please contact Joanna Harp at:

Tel: 646-638-6170

E-mail: joanna.harp@dmnews.com

Confidentiality

Your submission of an entry to this contest constitutes your authorization, if it is selected as winner or finalist, to permit John Caples International Awards, Inc. and Haymarket Media, Inc. to place the entry on display at the awards ceremony and other public awards displays; to include it in the Caples Presentation Book; and to show it as part of any Caples Awards audio, visual, or printed promotion. If certain details must be kept confidential, please indicate this clearly on the entry, including exactly what information cannot be disclosed; do not mark the entire entry confidential.

Use of media

DIRECT MAIL

Support materials

Please submit two complete sets, as mailed **OR** if your support materials are too large to ship, please submit on presentation board(s).

All campaigns are limited to 5 unique element samples

Direct mail dimensional, over \$5 cost-per-piece

Any mail effort that includes premiums or other three-dimensional components mailed in a tube, carton or other non-standard carrier. Must solicit a measurable action. Cost-per-piece is determined by a rollout budget that includes all in-the-mail costs except postage, delivery, creative development, and agency fees. Costs for paper, printing, list rental, merge/purge, computer processing, and letter shop are included.

Direct mail dimensional, under \$5 cost-per-piece

Any mail effort that includes premiums or other three-dimensional components mailed in a tube, carton or other non-standard carrier. Must solicit a measurable action. Cost-per-piece is determined by a rollout budget that includes all in-the-mail costs except postage, delivery, creative development, and agency fees. Costs for paper, printing, list rental, merge/purge, computer processing, and letter shop are included.

Direct mail, customer retention

Any mail effort targeting an existing customer file for the purpose of enhancing customer loyalty. Includes thank you gifts, service announcements or communication of customer benefits, in exchange for which the customer needs to take no action (this is an exception to the reply mechanism requirement).

Direct mail, flat

Select one of the following quantities:

- 1-500 pieces
- 501-10,000 pieces
- 10,001-100,000 pieces
- 100,001+ pieces

Standard envelope formats, self-mailers and catalogues soliciting a measurable action. Must include a response mechanism. Does not require special postage, boxes or padded envelopes for delivery.



Categories & requirements *(continued)*

PRINT

Support materials

- **Print Ads:** submit two tear sheets or repros of print ads. Photocopies are not accepted.
- **Print Collateral:** submit two complete sets of all printed materials

All campaigns are limited to 5 unique element samples

Print ad

Display or classified advertisements soliciting a measurable call-to-action in magazines or newspapers, including preprints or freestanding inserts. Must include an address, URL, trackable coupon, or toll-free number as a reply mechanism.

Print collateral, non-mail

Any solicitation intended for a target audience with a measurable call-to-action but which is not delivered via mail. May include take-ones, door hangers, handouts, posters, POP, etc. Must include a reply mechanism.

DIGITAL

Support materials

- **Websites/Microsites:** required to upload and remain an accessible asset through December 31, 2010
- **Banner ads/E-mail:** required to upload gif file
- **Video:** required to upload in wmv format, file size no larger than 15MB, and a play time around three minutes

All materials must be PC and MAC compatible

All campaigns are limited to 5 unique element samples

Branded website

The main home of a marketer or campaign. Must include a benefit requiring interaction with the site or a solicitation for another measurable action. Every entry must include a call to respond interactively via an online service or network, or by mail or telephone. Websites will be judged based on overall conceptual strength, including copy, design, information architecture, plus original and appropriate use of technology. NOTE: during judging, if we receive a bad URL and cannot view your entry, it will be disqualified.

E-commerce website

Any website whose main purpose is to sell products or services directly off the site. Must include data collection, billing collection, and shipping information. E-commerce websites will be judged on overall design, ease of navigation, extension of main brand, plus appropriate use of technology. NOTE: during judging, if we receive a bad URL and cannot view your entry, it will be disqualified.

Microsite

An individual web page or cluster of pages which are meant to function as an auxiliary supplement to a primary web site. May be used to enhance a specific marketing effort. The microsite's main landing page most likely has its own URL. Must include a benefit requiring interaction with the site or a solicitation for another measurable action. Every entry must include a call to respond interactively via an online service or network, or by mail or telephone. Microsites will be judged based on overall conceptual strength, including copy, design, information architecture, plus original and appropriate use of technology. NOTE: during judging, if we receive a bad URL and cannot view your entry, it will be disqualified.

E-mail

Any e-mail messages soliciting a measurable action. Entries will be judged on overall conceptual strength, including subject line, body copy, design, plus original and appropriate use of technology, if employed. Please describe anything unique or creative about your choice of the target audience.

Online

Any legally placed message on a site or search engine including banner ads, search and web videos. Must include a measurable call to respond interactively via an online service or network, or by mail or telephone. Banner ads will be judged based on overall conceptual strength, including copy and design, plus original and appropriate use of technology, if employed. Describe the uniqueness or creativity of the placement, databases, or targeting.

OTHER MEDIA

Support materials

Print: print materials and collateral samples must include two complete sets, as mailed **OR** if your support materials are too large to ship, please submit on presentation board(s)

Digital: digital entries must include all assets (websites, banner ads, e-mails, etc.)

- **Websites/Microsites:** required to upload and remain an accessible asset through December 31, 2010
- **Banner ads/E-mails:** required to upload gif file
- **Video:** required to upload in wmv format, file size no larger than 15MB, and a play time around three minutes.
- **Audio:** required to upload as an MP3 file, file size no larger than 15MB, and a play time around three minutes

All materials must be PC and MAC compatible

All campaigns are limited to 5 unique element samples.

Agency self-promotion

Any material, in any media, designed to promote or sell the services of an advertising agency. Must include a reply mechanism. NOTE: this is the only category where it is acceptable to present your agency name/logo on the creative and entry form.





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Categories & requirements *(continued)*

Ambient/Guerilla marketing*

Any effort that utilizes street teams, pop-up stores, sidewalk art, and other non-traditional media found in the real world where consumers are forced to interact with it. Must include a response mechanism or measurable call-to-action.

Mobile marketing

Digital commercial message with direct response component delivered through portable device such as mobile phone, PDA, PSP, tablet, GPS systems, iPad, MP3 and iPod players. Can include SMS programs with or without digital signage, audio and video podcasts, couponing, and QR (Quick Response) codes. Must solicit a measurable action with an effective call to respond interactively via online service or network, or by mail or telephone.

Mobile app

A branded game or application designed specifically for wireless mobile devices like iPhones, iPads, and Androids, designed to market a product, service or event. May or may not have a data capture, commerce or response component.

Viral video marketing

Any video made on behalf of a paying client that became an uncontrollable web phenomenon. Must be unpaid media that premiered on the internet.

Out of home*

Any billboards, transit signage, multi-sheet posters, bus shelters, phone kiosks, mobile panels, wallscapes, etc. Must include a reply mechanism.

Radio

Any direct response spots soliciting a measurable call-to-action. Must include an address, URL, or 800 number as a reply mechanism.

Retention/Loyalty, non-mail*

Any effort targeting an existing customer file for the purpose of enhancing customer loyalty. Single media efforts include e-mail, online messaging, print collateral, and other non-mail media. Multi-media efforts can include mail as part of the overall campaign. (This category is an exception to the reply mechanism requirement.)

Social media

Efforts involving the use of online social media channels to support measurable marketing objectives. Includes placements or campaigns on YouTube, Facebook, Twitter, Orkut, Friendster, etc. Must include a response mechanism.

Television/Infomercial

Any direct response TV commercial or infomercial soliciting an inquiry donation or order. Must include a postal address, URL, or toll-free number as reply mechanism.

CAMPAIGNS

Two or more different elements of media.

Support materials

- **Print:** print materials and collateral samples must include two complete sets, as mailed **OR** if your support materials are too large to ship, please submit two presentation boards
- **Digital:** digital entries must include all assets (websites, banner ads, e-mails, etc.)

All campaigns are limited to 5 unique element samples

Interactive campaign

Two or more digital elements (e-mails, banner ads, web videos, etc.) that drive to a specific website or microsite, or are used as part of an e-CRM effort. Every element must be digitally based and provide a measurable response mechanism.

Integrated campaign

Two or more elements in a minimum of two different media, all developed from the same brief/strategy/objective and all driving to the same call-to-action. Every element must include a reply mechanism.

Launch campaign

For a campaign to launch a new brand or product. Describe how the creative approach was developed, demonstrating how the direct marketing activity has seamlessly worked with elements such as advertising, PR and sales promotion.

TECHNIQUE

Support materials

- **Print:** print materials and collateral samples must include two complete sets, as mailed **OR** if your support materials are too large to ship, please submit on presentation board(s).
- **Digital:** digital entries must include all assets (websites, banner ads, e-mails, etc.).
- **Websites/Microsites:** required to upload and remain an accessible asset through December 31, 2010
- **Banner ads/E-mails:** required to upload gif file
- **Video:** required to upload in wmv format, file size no larger than 15MB, and a play time around three minutes

All materials must be PC and MAC compatible

All campaigns are limited to 5 unique element samples

Best art direction

Any single or campaign entry using any media type whose creative solution is dependent upon the power of art direction and design. Entries can be submitted on behalf of individuals or a full-agency team of up to three people.



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Categories & requirements *(continued)*

Best copywriting

Any single or campaign entry using any media type whose creative solution is dependent upon compelling copywriting. Entries can be submitted on behalf of individuals or a full-agency team of up to three people.

Creative use of technology

Any effort that uses an online or offline technology in a new and/or innovative way where the creativity was amplified and/or enhanced due to the technology used. Could be a new technology or an existing technology applied in a “new” way and must provide a measurable response mechanism.

DM student campaign of the year

Please consult separate entry kit for full details.

This award is for a student who shows outstanding ability in a range of core DM skills, and it is designed to attract, encourage, and reward future talent. The winning student or group will receive a \$5,000 cash prize and an internship at Alloy Media + Marketing. The award is open to all undergraduate students, regardless of their field of study, provided that they were enrolled during the eligibility. Entry details will be issued upon request.

**Ambient/Guerilla marketing, Out of home, and Retention/Loyalty, non-mail may submit a video explanation if digital and/or print materials are not available. The video must follow the requirements noted in the support material section on page 7.*