



## Marketing Excellence Awards Criteria

Great marketing invites guests into the story before they even arrive. The Marketing Brass Ring Awards honor bold campaigns, brilliant creative, and smart strategies that build connection, spark excitement, and bring an attraction's identity to life across every platform.

### Quick Decision Guide:

If your campaign's creativity lived in:	Choose:
<b>Physical, real-world advertising</b> , such as clings, wraps, digital/static billboards, projection mapping, drones, pop-up/interactive experiences, posters/handbills and more.	Most Creative Outdoor Marketing Campaign
<b>Social platforms and community engagement</b> , such as Instagram, X, Facebook, TikTok, Snapchat, Pinterest, influencer marketing, PR packages, paid social ads, livestreaming platforms, brand partnerships, and more.	Most Creative Social Media Marketing Campaign
<b>Traditional broadcast media</b> , such as national/local TV spots, Cable and network advertising, Streaming TV placements, Radio commercials, Satellite radio, Cinema ads, Syndicated programming sponsorships, Infomercials, and more.	Most Creative Traditional Marketing Campaign
<b>A coordinated mix of multiple channels</b> , including any out-of-home/outdoor marketing, traditional marketing, digital and social media, and more. You must have used at least three (3) different marketing mediums.	Most Creative Integrated Marketing Campaign





**Category:** Most Creative Outdoor Marketing Campaign

**Description:** This category honors outstanding creativity, innovation, and impact through any outdoor marketing installations. Entries and campaigns should transform physical spaces into powerful brand moments, using any of the below in an imaginative and effective way. This includes, but is not limited to:

- Digital and static billboards
- Bus stop signage
- Vehicle wraps
- Vinyl clings (window, floor, building exterior, doors, ceilings, etc)
- Posters or handbills
- Projection mapping or drones
- Mall activations
- Interactive pop up experiences and installations
- Any other marketing that takes place in the physical, rather than digital world

**Criteria:** Entries will be judged on the following attributes:

1. Concept
2. Creativity & design
3. Production quality
4. Message clarity & focus
5. Success metrics relevant to the objective of the campaign or advertisement

**Application Materials:**

- Company logo and signature image
- Preparedness to answer questions about your campaign, including but not limited to concept, creativity, target market, measurable objectives and successes, execution, and more
- At least one (1), but up to five (5) support materials highlighting your outdoor marketing installations.



**Category:** Most Creative Social Media Campaign

**Description:** This category honors excellence, creativity, and originality through any social media marketing campaigns. Entries should showcase how content, storytelling, and platform-specific features were used to engage audiences, spark conversation, and build community across social channels. This includes, but is not limited to:

- Instagram
- Facebook
- YouTube
- X (Twitter)
- TikTok
- Pinterest
- LinkedIn
- WeChat
- Snapchat
- Influencers/PR Packages
- Livestreaming platforms
- User-Generated Content
- Paid Social Ads
- Social Media Brand Partnerships
- Social graphics and other social content
- Any other social media marketing.

**Criteria:** Entries will be judged on the following attributes:

1. Concepts
2. Creativity & design
3. Production quality
4. Message clarity & focus
5. Success metrics relevant to the objective of the campaign or advertisement

**Application Materials:**

- Company logo and signature image
- Preparedness to answer questions about your campaign, including but not limited to concept, creativity, target market, measurable objectives and successes, execution, and more
- At least one (1), but up to five (5) support materials highlighting your social media campaign.





**Category:** Most Creative Traditional Marketing Campaign

**Description:** This category honors outstanding creativity, innovation and impact through the use of traditional broadcast media. Whether through compelling storytelling, breakthrough creative concepts, memorable scripts, celebrity endorsements, or standout production quality, this campaign demonstrates how classic channels can still command attention and drive results. This includes, but is not limited to:

- National/local tv spots
- Cable and network advertising
- Streaming tv placements
- Radio commercials
- Satellite radio
- Cinema ads
- Syndicated programming sponsorships
- Infomercials
- Audio ads within traditional broadcast environments
- Any other traditional marketing

**Criteria:** Entries will be judged on the following attributes:

1. Concepts
2. Creativity & design
3. Production quality
4. Message clarity & focus
5. Success metrics relevant to the objective of the campaign or advertisement

**Application Materials:**

- Company logo and signature image
- Preparedness to answer questions about your campaign, including but not limited to concept, creativity, target market, measurable objectives and successes, execution, and more
- At least one (1), but up to five (5) support materials highlighting your traditional marketing campaign.





**Category:** Most Creative Integrated Marketing Campaign

**Description:** This category honors exceptional campaigns that seamlessly combine multiple marketing channels to deliver a unified, cohesive brand experience. Entries should demonstrate how creative strategy, messaging, and execution worked together across platforms. This can include but is not limited to:

- Any outdoor/out-of-home marketing medias (clings, wraps, digital/static billboards, projection mapping, drones, pop-up/interactive experiences, posters/handbills)
- Any social media marketing medias (all social platforms, influencer marketing, PR packages, paid social ads, livestreaming platforms, brand partnerships)
- Any traditional marketing medias (local or national TV/broadcast/cable/network ads, national or local radio spots, infomercials, cinema ads)
- Any digital marketing medias (SEO, in-app ads, microsites, web advertisements, email campaigns)
- Any other marketing medias not mentioned above

**Criteria:** Entries will be judged on the following attributes:

1. Concepts
2. Creativity & design
3. Production quality
4. Message clarity & focus
5. Success metrics relevant to the objective of the campaign or advertisement

**Application Materials:**

- Company logo and signature image
- Preparedness to answer questions about your campaign or advertisement, including but not limited to concept, creativity, target market, measurable objectives and successes, execution, and more
- At least three (3), but up to eight (8) support materials highlighting your integrated marketing campaign through multiple medias.

