



# OFFICIAL ENTRY FORM 2000 DMA INTERNATIONAL ECHO AWARDS

CELEBRATING THE TOTAL PACKAGE

**Entry Deadline: April 10, 2000**

**Entry Fee: \$150 • Entries postmarked after April 10, 2000 are subject to a \$75 late fee.  
See page 7 for details on fee and deadline information.**

**Entry Number:**   
(completed by DMA)

**Campaign Name:** \_\_\_\_\_

**Product Type or Service Description:** \_\_\_\_\_

**Country campaign ran in:** \_\_\_\_\_

**If you have included any of the following, check the appropriate boxes.**

- Videotape     Diskette/CD     Audio Cassette     Script/Translation     Dimensional

**What was the primary business category of this campaign? Check only one. (For category descriptions, refer to page 8.)**

- 1.  Nonprofit Fundraising    4.  Business Services    7.  Automotive    10.  Retailing
- 2.  Financial Products & Services    5.  Publishing    8.  Manufacturing & Distribution    11.  Other Direct Response Sales
- 3.  Consumer Services    6.  Communications/Utilities    9.  Packaged Goods

**What advertising medium did you use to promote this campaign? Check only one.**

(For category descriptions, refer to page 8.)

- A.  Flat Mail    D.  Print    G.  Internet/Interactive Media    J.  Multimedia/Integrated Media
- B.  Dimensional Mail    E.  TV/Radio Commercial    H.  Telephone (Inbound/Outbound)
- C.  Catalog    F.  Infomercial    I.  Alternative Media

**Dates Campaign Ran:**

(Note: Only direct marketing service campaigns that were produced, completed and response results tabulated from January 1, 1999 through March 31, 2000 are eligible for entry in the 2000 DMA International ECHO Awards Competition).

**Product Type or Service Description:**

(In one sentence, describe the primary product or service, including pricing.)

# Strategy

**Describe the marketplace challenge.** (Only use the space provided. No supplemental pages allowed. Provide a concise description of the marketplace and the entry's role within that market. The description should briefly recap industry trends, the competitive environment and positioning.)

**Define the target audience.** Check only one.

- Consumer     Business-to-Business     Both

**Within the target, to whom was the campaign directed?**

(Nonprofit and Telemarketing entries, please see Supplemental Information on page 6.)

- Current Customers     New Prospects     Both

**How large was the target audience?** Check only one. (For interactive entries, please see Supplemental Information on page 6.)

- Below 1,000     1,000 – 9,999     10,000 – 24,999     25,000 – 49,999     50,000 – 999,999     1,000,000+

**What were the main objectives?** Check all that apply.

- Acquisition     Traffic Building     Database Building  
 Lead Generation     Brand Building     Customer Service  
 Order Generation     Customer Retention     Other \_\_\_\_\_

**What was the marketing strategy?** (Use only the space provided. No supplemental pages allowed.)

**What tactics were used to implement this strategy?** (Use only the space provided. No supplemental pages allowed.)

# Creative

**What was the creative strategy?** Describe the strategy upon which the advertising is based. What was the message you wanted to communicate? Why was this message chosen? What insight about the target audience or marketplace led to this strategy?

## Results

### Results Instructions

1. Complete all results for the medium in which this campaign was entered (as checked on page 1 of the Entry Form). If actual response results are proprietary, please provide a relative or indexed profile.
2. Indicating that "Response was 11% better than expectation" is NOT an acceptable index. NOTE: For all multimedia/integrated media entries, please complete the grid portion below. You MUST complete results for every medium utilized in this integrated campaign. Please note all media- and/or industry-specific information in Section 3 (page 5). Supply only information related directly to this campaign. All entries submitted without the appropriate medium result information section completed will automatically be disqualified.
3. All monetary figures must be stated in U.S. dollars... NO EXCEPTIONS! International entrants must apply the U.S. conversion rate used.
4. Please refer to the glossary of terms on page 10.

### SECTION 1: NUMERIC RESULTS

Complete all the result area(s) for the medium that was utilized in your campaign. Results must be given for the medium checked on page 1 of the Entry Form.

#### Single Mail Entry: (Flat and Dimensional, includes CD-ROM)

Quantity Mailed	Response %	Number of Orders	Cost per Order	Conversion Rate	Cost per Conversion	Beat Control by ___%	Return on Investment

#### Direct Mail Series\*:

	Quantity	Response %	Number of Orders	Cost per Lead/ Cost per Order	Conversion Rate**	Cost per Contact
Mailing #1						
Mailing #2						
Mailing #3						

#### Catalog:

Quantity Mailed	Response %	Number of Orders	Average Order \$	Revenue per Book	Beat Previous Response by ___%	Return on Investment

#### Print:

Circulation	Orders per Thousand Circulation	Cost per Order	Conversion Rate**	Beat Previous Control by ___%	Return on Investment

#### TV/Radio Commercial:

Budget	Number of Orders/Leads	Cost per Response	Conversion Rate**	Beat Previous Control by ___%	Return on Investment

## NUMERIC RESULTS (CONTINUED)

### Infomercial:

Production Cost	Product Price	Units Sold	Leads Generated	Leads Converted	Cost per Order	Return on Investment

### Internet Advertising:

Impressions	Clickthrough	Cost per Contact	Cost per Response	Average Order \$

### Interactive Web Site:

Hits per Month	User Sessions per Month	Cost per Contact	Number of Orders	Average Order \$	Cost per Order

### E-Mail:

Number Sent	Response %	Number of Orders	Cost per Order	Average Order \$

### Telemarketing (Outbound):

Number of Calls	Decision Makers Reached	Number of Orders/Leads	Cost per Response	Average Order \$	Return on Investment

### Telemarketing (Inbound):

Number of Calls Received	Number of Solutions	Number of Orders/ Customer Service Calls	Cost per Call	Revenue per Call**	Return on Investment

### Alternative Media:

Universe Reached	Number of Orders	Cost per Response	Conversion Rate**	Cost per Order	Best Previous Response by ___%

### Multimedia/Integrated Media

**Plan and Results:** Briefly describe the multimedia plan for this campaign. Be sure to list all media used. Identify the objective for each medium (e.g., lead generation, support, sales, data or information collection, etc.).

**NUMERIC RESULTS (CONTINUED)**

**Multimedia/Integrated Media** (continued from previous page)

**Results by Medium:**

	Quantity/Universe	Response %	Number of Leads/Orders	Cost per Lead/Cost per Order
Mailing #1				
Mailing #2				
Mailing #3				
Catalog				
Print				
TV/Radio				
Infomercial				
Internet/Interactive				
Telemarketing (Outbound)				
Telemarketing (Inbound)				
Alternative Media				

**Bottom-Line Results:**

Total Universe (or Market)	Number of Sales	Cost per Order	Expense/Revenue

**SECTION 2: TOTAL COST**

Total cost (in U.S. dollars) to create and deliver in each medium for the specific campaign. Please specify what is included and whether this is a test or rollout. You must include all costs relative to creative, reproduction, pre-production and media (including postage, if direct mail). For DRTV, DO NOT include talent fees.

- Test       Rollout

SAMPLE

**SECTION 3: ADDITIONAL RESULTS**

Please supply any significant additional results not indicated in the table in Section 1. Please include why these results are noteworthy for your industry.

\*Report each mailing's results as appropriate. If more than three mailings were used, please supply additional results under Section 3.

\*\*If applicable

List the top three reasons why you think this entry deserves an ECHO Award.

1.

2.

3.

### SUPPLEMENTAL INFORMATION

Fill out this section only if you have a nonprofit, telemarketing, infomercial or interactive entry.

#### NONPROFIT ENTRY

##### Target Audience

- Current Donors (House File)       Non-donors (House File)       Acquisition (Rented List)  
 Other \_\_\_\_\_

##### Additional Results

Average Contribution \$ \_\_\_\_\_ Profit Per Piece Mailed \$ \_\_\_\_\_  
Return On Investment \_\_\_\_\_ % Net Income \$ \_\_\_\_\_  
Long-term Return On Investment \_\_\_\_\_ % Lifetime Net \$ \_\_\_\_\_

#### TELEMARKETING ENTRY

##### Target Audience

- Current Customers (House File)       Previous Customers (House File)  
 Prospects (Rented Lists)       Other \_\_\_\_\_

#### INFOMERCIAL ENTRY

##### Product Price

- Under \$100       \$100 – \$500       Over \$500

#### INTERACTIVE ENTRY

##### Type Of Entry

- Web Site       Internet Advertising Campaign (banner ads, etc)       CD-ROM  
 E-mail or Fax       Other \_\_\_\_\_

##### Target Area

- Worldwide       Country of Origin       Local

##### Campaign Tie-In

- Television       Print       Radio       Direct Mail

## **IMPORTANT INFORMATION FOR ECHO ENTRANTS**

Please use this official form, a photocopy, optically scanned copy or electronic copy which can be downloaded at [www.dma-echo.org](http://www.dma-echo.org) to describe your campaign entry. No other substitute will be accepted. You must provide a clear, concise and logical response to each and every question that is applicable to your campaign entry. Please do not exceed the spacing available on this form or include supplementary pages. Additional pages will be discarded upon receipt. All entries must be typewritten or computer generated (use 10-point type or larger). Entries that exceed the space restriction and/or submitted without Results information will automatically be disqualified. Entry form must be mailed with two creative samples and payment. The DMA reserves the right to reassign entry categories that are deemed incorrectly entered. To receive additional entry forms, please use DMA "Fax-on-demand system" – simply call 212-790-1400 ext. 1350: Item 2501. Entry forms and samples cannot be returned.

### **What's eligible?**

Direct marketing service campaigns that ran in the U.S. or internationally that were produced, completed and had response results tabulated between January 1, 1999, and March 31, 2000, are eligible. All work must be client-approved and done in the normal course of business. Campaign entries may be submitted by an agency or advertiser/clients. Campaigns not in the English language must be accompanied by a complete translation and all radio and television commercials must be dubbed or subtitled into English to make judging possible. Otherwise the entry will be disqualified.

Payment should be sent in the same package with your entry, in an envelope marked "Payment Information." You may pay by check, payable to DMA/ECHO, made out in U.S. dollars and drawn on a U.S.A. bank. If using a bank transfer, please transfer to:

Chase Manhattan Bank, N.A.  
401 Madison Avenue  
New York, NY 10017  
A.B.A. #021000021 for The DMA  
Account #033-1-020552.  
Please attach a copy of your bank transfer's confirmation to your entry form. You may also pay by Visa, MasterCard, American Express, Discover or JCB Card. In this case, please enclose the following information in your payment envelope: card type, account number, expiration date, cardholder's name and cardholder's signature. One payment can cover multiple entries. If your entry reaches the semi-finalist stage (Round 2), there will be an additional fee of US\$150.00. All entry fees are nonrefundable.

### **Fees and Deadline:**

All entry submissions must be postmarked by April 10th. Entry fee is \$150 per campaign. Entries will not be accepted if not accompanied with full payment and creative samples or if incomplete in any way. All entries postmarked after April 10th will be considered late entries and will incur a \$75 penalty and will not be accepted after April 17th. No exceptions! Please do not call to ask for an extension.

### **Preparation of Materials:**

Submit one completed entry form with payment, along with two complete samples of your creative. Materials should be unmounted.

### **International Entrants:**

You must provide an English translation of all copy in order to be judged. All videocassettes must be NTSC standard. Place an insured value on the contents. Please send all materials via Air Priority Mail, or special courier, such as TNT, Federal Express or DHL. Please do not send via an airline or agent as we are unable to collect from the airport or customs.

Please retain a copy of your entry application. Should your campaign entry advance to Round Two of the competition, you will be asked to resubmit your entry and creative components in a mounted portfolio. All entrants will be notified by June 22nd of the status of their campaign.

## **Where you should send your entries plus payment and samples:**

### **For North America:**

2000 DMA International ECHO Awards  
The Direct Marketing Association  
1120 Avenue of the Americas, 14th Floor  
New York, NY 10036-6700  
Telephone: (212) 768-7277  
Fax: (212) 719-5106

### **For Latin/South America:**

Pio Borges, ECHO Coordinator  
DraftWorldwide  
Av. Almirante Barroso, 10 andar  
20.031-005 Rio de Janeiro-RJ, Brazil  
Telephone: 55-21-544-8717  
Fax: 55-21-524-6510

### **For United Kingdom and European countries:**

David Poole, ECHO Coordinator  
DP&A Limited  
30 Portland Place  
London W1N 3DF  
United Kingdom  
Telephone: 44-171-255-2336  
Fax: 44-171-255-2338

### **For Australia and New Zealand:**

Jane Tubb, ECHO Coordinator  
Clemenger Direct  
553 St. Kilda Road, 4th Floor  
Melbourne, VIC 3004 Australia  
Telephone: 61-39-526-2200  
Fax: 61-39-526-2202

### **For North, East and South Asia:**

(Including Hong Kong, Indonesia, Japan, Malaysia, Philippines and Singapore)  
Hermann Chan, ECHO Coordinator  
Times Direct Marketing Asia Limited  
United Centre, 13th Floor  
95 Queens Way  
Hong Kong  
Telephone: 852-2811-9111  
Fax: 852-2811-9121

## Primary Business Categories:

### 1. Nonprofit Fundraising

Programs to raise money or generate other support for nonprofit, political or advocacy organizations.

### 2. Financial Products and Services

Programs to market banking, insurance, securities, investments, loans, real estate or other financial products or services.

### 3. Consumer Services

Programs to market non-product offerings such as health care, travel, transportation, contract, maintenance or other home or consumer services.

### 4. Business Services

Programs to market non-product offerings such as health care, travel, transportation, contract, maintenance or other business services.

### 5. Publishing

Programs to generate single sales or subscriptions for printed publications like books, magazines or periodicals.

### 6. Communications/Utilities

Programs initiated by communications or utility companies, such as telecommunications carriers, electric or gas power companies, cable TV programming or computer networks, to generate sales, inquiries or support; increase/maintain share; or increase distribution for their products and services.

### 7. Automotive

Direct mail and/or broadcast media programs designed to generate automotive dealer traffic, promote brand/model loyalty, and/or market new model sales or leasing.

### 8. Manufacturing and Distribution

Programs initiated by manufacturers or their non-retailing intermediaries to generate sales, inquiries or support; increase/maintain share; or increase distribution for their products.

### 9. Packaged Goods

Programs to market packaged goods offerings such as grocery products, beverages, personal care products and cleaning supplies.

### 10. Retailing

Programs to generate traffic or store sales for retail establishments such as departments stores, equipment dealers, specialty shops, attractions, restaurants, etc.

### 11. Direct Response Sales

Programs to generate inquiries or direct sales for products distributed by non-retail enterprises such as continuity plans, single-item mail order offers, catalogs, broadcast direct response, video or music clubs, brand loyalty programs, etc.

## Advertising Media:

### A. Flat Mail

Direct mail that does not include dimensional pieces, sample products, pop-ups, etc. Submit actual sample showing label or other addressing (meter, indicia, etc.)

### B. Dimensional Mail

Direct mail that includes sample products, pop-ups, premiums, dimensional involvement devices, etc. Submit actual sample, accompanying entry, showing label or other addressing. If actual piece is not available, please send a color photograph.

### C. Catalog

Catalogs, both business-to-business and consumer. Submit complete catalog (including order form).

### D. Print

Space advertisements, including inserts in publications. Submit tear sheets or inserts. Please mark clearly whether it's a magazine or newspaper ad and give publication dates. For split run, state how split was done.

### E. Television/Radio Commercial

Broadcast and cable advertisements that run up to 120 seconds in length. Either 3/4-inch or 1/2-inch video tape is acceptable. For radio, submit an audio cassette recording. A copy of the script must also be supplied. Tapes from outside the U.S. must be NTSC-compatible with U.S. video players.

### F. Infomercial

Broadcast and cable advertisements that are greater than 120 seconds in length. Submission requirements are the same as television commercials.

### G. Internet/Interactive Media

Electronic media, other than cable and television broadcasting, including: FAX, e-mail, video, computer networks, CD-ROM, etc. Submit actual sample. Submit copies of artwork and/or script for computer-operated entries. If Web site is not available through judging process (August 2000), a site must be placed on a disc or CD for judging.

### H. Telephone (Inbound/Outbound)

Sales and services telephone programs. For outbound, submit a copy of the call guide (script) and, if available, a cassette recording. For inbound, submit a copy of system reports.

### I. Alternative Media

Non-traditional media and all other forms of media including FSIs, card packs, billboards, take ones, door-to-door solicitations, kiosk, in-flights, blimps, etc. Submit actual samples. If actual samples are not available (billboards), please send color photographs.

### J. Multimedia/Integrated Media

Campaigns that utilize more than one media type in an integrated manner. Submit actual samples of printed materials and/or copies of audio cassettes or video tapes (requirements are the same as for television commercials).

## Awards Ceremony:

Winners will be announced at our gala awards ceremony to be held in New Orleans on October 15, 2000. A CD-ROM, with a complete list of winners, will be available for purchase after the ceremony.