

How to Be a Winner

AWC Clarion Awards

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AWC Clarion Awards



Started in 1973



Honors excellence in 100 categories



Categories for students



AWC Clarion Awards



Represents media companies large and small, PR and advertising agencies, small businesses, leading corporations, non-profit associations and institutions, freelancers and self-employed



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As a member benefit AWC members pay a lower rate than non-members who enter the competition.



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Current list of categories...

Go to www.womcom.org/clarions



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Winners

One winner in each category



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PLUS! Finalist

Any entry that scores 92 points or more will receive a Clarion “Finalist” certificate.



More chances to win








More opportunities for recognition



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How to Enter...

-  Complete entry form
-  Select the appropriate category
-  Complete synopsis
-  Upload supporting materials
-  Meet the deadline



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Synopsis will ask...

-  Brief description
-  Rationale/purpose
-  Goals and Objectives
-  Budget/cost – budget elements (select categories)



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Synopsis will ask...

-  Timeline – Start/Finish
-  Audience/Target Market
-  Applicable research
-  Evaluation with measurable results

Did you achieve your goal?



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 Judges will review the synopsis and answer a series of questions

There are 10 questions for the judges – each worth 10 points. The judges score each question on a 1–10 basis. Each entry is evaluated on its own merit. Judges do not evaluate one entry vs another. The highest scoring entry in each category wins the Clarion. There are 100 points total. Entries who do not score the highest to win a Clarion will win a Finalist Certificate if their score is 92 or above.



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 **Judges will answer these questions...**

 Does the entry have the required components for the category? Did the entry address every requirement of the synopsis?



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 **And these questions...**


 Does the entry have a clear description of the project?


 How original was the approach taken (including innovative techniques)?



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 **And these questions...**

 How effective was the communications approach, platform, and/or medium for the target audience?

 How relevant was the communications entry to the target audience?



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 **And these questions...**


 Was the overall product/event/campaign of high quality?

 Did the entry show research and documentation?



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 **And these questions...**

 Were you informed or educated or provoked by this entry?

 Was the SYNOPSIS presented without errors – no typos, grammatically correct ?

 Did the entry achieve its goal?



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Select the right category

The AWC office cannot read every entry to make sure it is in the correct category. Our judges do that with their assigned entries and can recommend reassignment. However, due to timing, your entry may end up getting judged in an inappropriate category and that could affect your chances. Don't guess. Contact AWC if you are not sure. We can help you determine the best category for your entry.



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Answer every question

Answering “N/A” will score zero points, where one of the other entrants in your category will have found a way to answer the question. Tell us about the process if you can’t answer a question directly. Example – if Budget is required for your category and you don’t have all the numbers, tell us about the components of the budget. Or how the budget was determined.



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Description please!

Make sure a judge who knows nothing about your company (publication, etc.) can understand who the company is (their product/service) and what the project is. Do not assume that the judge has heard of the company – or the project. And give full details of the elements of the project, or the background of the assignment, etc.



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Rationale

Something caused your company to do the project; something prompted the magazine article. Include that in the Rationale – why article or the special section; why the project; why the campaign. What market conditions prompted the need for your entry?



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Goal and objectives

The goal should be measurable and specific, focused on an end-result that the campaign or project is designed to achieve. We've seen entries that state that mailing out 40,000 fundraising letters (example) was the goal – but the goal would really be tied to the results of the mailing. In this section you are stating the measurable goal.



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Results – did the entry achieve its goal?

The more quantitative the better. Increased sales is an obvious – but also look at increased readership, letters received, feedback, website visitors. Think of all the ways the company thinks the project was successful. Answers that don't score many points include, "The company thought it was a great success" (How? Why?) or "We received positive feedback" (How, how much?). If listing a number (as in dollar sales), indicate what percentage increase that represents.



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Timeline

Inception through completion. Milestone dates within the timeline – and what needed to happen on those dates. Describe any challenges in meeting the deadline.



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Audience/target market

The company, publication, etc., had specific markets in mind when starting the project, or selecting the story line, etc. A target market of “Everyone” is not a good answer. Who is the publication geared for? Who will be most affected by the campaign? What demographics are being targeted?



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Applicable research

Think beyond the obvious surveys or market research if you don't have an obvious answer. The topic for a magazine article would have been researched enough to determine that it would be a meaningful article for a targeted audience, and the writer would have done research to complete the article. On a PR project, there would be research, even informal, to determine the best course of action. The research doesn't need to be formal.



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 Budget – required element in following categories:

Advertising & Marketing

Fund Development

Public Relations

Special Events

Social Media

Student – select subcategories

Create Your Own Category



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Budget

Some entries list the budget as “Confidential” – and that’s fine. But that answer alone will not score points. List the components of the budget, and budget considerations. Or just list your costs. Budget information is kept confidential. The categories that require a “Budget” answer do so because determining and adhering to a budget is important to evaluating those entries.



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Biggest downfall of the entries...

The quality of the synopsis

**Typos, bad grammar, run-on sentences, sloppy copy-paste,
inadequate supporting materials**



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Watch the format

Help the judges read your entry by adding a lot of paragraph breaks and avoiding long sentences.



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Make a check list of the synopsis requirements

The Clarion form is easy to follow. It would be hard to overlook a section, but some entries have. A section left blank scores no points.



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Enlist a proofreader

Ask someone who is not involved in the project, article, etc., to read your entry. If they have questions, so could a judge. Show them the synopsis requirements so they know what should be there.



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Best preparation for completing the entry:

Start filing pertinent information during the project. Post-project gathering could miss something. Clients often require a report at the completion of a campaign, so you may already be doing this. Other categories may also require recaps. Completing the synopsis will be easier if you don't have to go back to the beginning and assemble all the info and materials.



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 **How to Be a Winner of a Clarion Award**

 **Enter – just do it!**

Don't assume you don't have time. Just follow the synopsis. YOU can win!



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 **How to Be a Winner of a Clarion Award**

 **Or be a judge!**

If you don't think this is the year for you to enter, volunteer to be a Clarion judge. You will be surprised at how much you will learn about entering by being a judge. You will gain invaluable insight on how to prepare your entry. As a judge, you will be placed in one or more categories that best fit your expertise. And – judging is a great opportunity to read ground-breaking entries.

