



AAF NASHVILLE 2011 **MOSAIC AWARDS**

MOSAIC AWARDS ENTRY FORM & CATEGORY REQUIREMENTS

KEY DATES

Award application deadline	May 5, 2011
Announcement of award recipients	May 19, 2011

**AAF NASHVILLE PRESENTS
DIVERSITY ACHIEVEMENT AND MOSAIC AWARDS
MAY 19, 2011**

NASHVILLE MOSAIC AWARDS ENTRY FORM

Entry form and materials are due by May 5, 2011.

Please photocopy this entry form, or download from www.aafnashville.com. Please see page 5 of the entry kit for instructions on submitting entry materials.

Contact Information (Please type or print.)

Name: _____

Title: _____

Company: _____

Street Address: _____

City _____ State _____ Zip _____

Phone: _____ Fax: _____

E-mail: _____

I have read and accepted the rules of entry and accept the judges' decision as final and binding. Should my entry receive a Mosaic Award, I agree to allow all of the submitted materials to be used as promotional materials by the American Advertising Federation Nashville. Submission of entries acknowledges the right of the AAF Nashville to use them for publication, exhibition and marketing of the Nashville Mosaic Awards Luncheon. Entry materials will not be returned.

Signature: _____

Entry costs

Members: \$75 first entry/\$55 for additional entries

Non Members: \$100 first entry/\$75 for additional entries

Students: \$10 per entry

Total number of entries: _____

Total amount enclosed: _____

Please include payment with entries. Please indicate your method of payment below.

Check (payable to **AAF Nashville**)

Visa MasterCard American Express

Card number: _____ Expiration date: _____

Name on card: _____

Signature: _____ Date: _____



NASHVILLE MOSAIC AWARDS

CATEGORIES & SELECTION CRITERIA

All entries should be able to demonstrate the value of an entrant's program(s) or campaign(s) and include supporting evidence. Each entry should also include a 250-word (maximum) executive summary. If you are selected as an official winner, the submitted executive summary will be used in the 2011 Nashville Mosaic Award Program Book.

Mosaic Award entries are judged by a panel of senior-level advertising, marketing and communications industry professionals. Judges individually review all entries and the winner of each category is determined in the judges caucus.

Workforce Diversity

This category recognizes companies and organizations that demonstrate a strong effort to recruit, retain and promote persons from various ethnic and cultural backgrounds. Proof should be demonstrated through consistent retention and recruitment of a highly diverse professional and nonprofessional workforce. Please provide any additional materials that may show proof or support for your company's workforce diversity initiatives: brochures, print/media ads, career fair participation, research, graphs, etc.

Employee Diversity Program

Many companies are becoming a melting pot of various ethnicities and cultures. This category recognizes companies/organizations that have shown a strong effort in the development, as well as execution, of programs designed to enhance employee sensitivity, knowledge and understanding of the various ethnicities and cultures within the corporate environment.

Multicultural Ad Campaign

This category recognizes a series of three (3) or more related advertisements that demonstrates understanding and sensitivity of targeted ethnic audiences and their buying practices and behaviors. This includes the combined use of any of the listed mediums in the ad campaign: print, TV, radio and Internet ads.

Multicultural Media Usage

This category recognizes the targeting and usage of specific multicultural media outlets to convey ad campaign messages specifically to multicultural markets. Multicultural media outlets are defined as culturally specific publications, Web sites and stations targeted to primarily serve a multicultural audience.

Multicultural Interactive Media

This category recognizes companies and organizations that have actively participated in online or interactive marketing. The winner of this category displays a concerted effort to utilize interactive media targeted toward multicultural markets. This includes digital media, interactive advertising and video game production advertising.

Multicultural Supplier Partners

This category recognizes companies and organizations that have made a concerted effort to develop and implement programs to increase their partnerships with multicultural vendors.

Student Diversity Program

This category recognizes companies and organizations for their development, execution and management of student programs designed to increase diversity, awareness and internships. Special consideration is given toward programs that reflect an effort to recruit and train multicultural students for a future career in advertising, marketing or communications.

Student Diversity Concepts

This category recognizes the creative work of students and their vision of how that work could be developed and executed in reaching a multicultural audience. Students should submit their creative work (photograph, ad concept, poster, etc.) along with an executive summary that describes the overall goal of the campaign and their vision as to the outlets they would use to reach a multicultural audience. Multicultural media outlets are defined as culturally specific publications, web sites and stations targeted to primarily serve a multicultural audience.



NASHVILLE MOSAIC AWARDS CATEGORIES

**Eligible campaign run dates: January 1, 2010 - December 31, 2010 (Professionals)
May 1, 2010 - April 30, 2011 (Students)**

Please indicate the award category for work submitted by placing a check in the box. Entry should be five pages or fewer and include each of the indicated sections. Please submit the company logo for inclusion in promotional materials if a Mosaic Award is received. Each entry should include a copy of this page with the appropriate category selected and a 250-word executive summary. If you are selected for a Mosaic Award, the submitted executive summary will be used in the 2011 Nashville Mosaic Awards program book.

**Workforce Diversity
Entry Components**

1. Program Name
2. Program Partners
3. Target Audience
4. Situation Analysis
5. Challenge
6. Program Objective
7. Program Description
8. Results
9. Supporting Collateral Material, Budget, Etc.

**Employee Diversity
Program Entry
Components**

1. Program Name
2. Program Partners
3. Target Audience
4. Situation Analysis
5. Program Objective
6. Program Description
7. Results
8. Supporting Collateral Material, Budget, Etc.

**Multicultural Ad
Campaign Entry
Components**

1. Product
2. Product Category
3. Campaign Title
4. Agency/Client
5. Target Audience
6. Situation Analysis
7. Campaign Objective

8. Campaign Elements
9. Results
10. Supporting Collateral Material, Budget, Etc.

**Multicultural Media
Usage Entry
Components**

1. Product
2. Product Category
3. Campaign Title
4. Agency/Client
5. Target Audience
6. Situation Analysis
7. Campaign Objective
8. Campaign Elements
9. Media Placement
10. Results
11. Supporting Collateral Material, Budget, Etc.

**Multicultural
Interactive Media
Components**

1. Product
2. Product Category
3. Campaign Title
4. Agency/Client
5. Target Audience
6. Situation Analysis
7. Campaign Objective
8. Campaign Elements
9. Media Placement
10. Results
11. Supporting Collateral Material, Budget, Etc.

**Multicultural Supplier
Partners Entry
Components**

1. Supplier Name
2. Program Description
3. Product/Service(s)
4. Situation Analysis
5. Monetary Value of Supplier Partners
6. Results
7. Supporting Collateral Material, Budget, Etc.

**Student Diversity
Program Entry
Components**

1. Program Name
2. Program Description
3. Participant Description
4. Situation Analysis
5. Results
6. Supporting Collateral Material, Budget, Etc.

**Student Diversity
Concepts
Components**

1. Entry Title
2. Product
3. Proposed Client
4. Campaign Objective
5. Campaign Elements
6. Proposed Media Placement



NASHVILLE MOSAIC AWARDS

MATERIALS FORMAT AND MOUNTING

All entries should be received by May 5, 2010. NO EXCEPTIONS!

Entry Identification

Official entry form should contain all contact information (name, address, telephone number and e-mail addresses of the individuals/company submitting the materials) and must be completely filled out when submitting materials. Campaign name and run dates must appear on the front side in the top, right corner of all board-mounted entries and DVD/CD cases. Additionally, contact information must be on each component of every item submitted in each category. No other information should appear on the face of the entries. Submission of entries acknowledges the right of the AAF to use them for publication, exhibition and marketing of the Diversity Achievement and Mosaic Awards. Entry materials will not be returned.

Emailed entry materials will not be accepted.

Specific Submission Requirements

Executive Summary –

- All entries must include a 250-word executive summary, which includes campaign run dates, marketing goals and results.

Print Materials –

- All mounting boards should be 15" x 20" or 20" x 30" for larger printed items.
- If campaign requires more than one board, boards should indicate "1 of 2" "2 of 2," etc.
- All campaign components must be labeled. All contact information (name, address, telephone number and e-mail addresses of the individuals/company submitting the materials), in addition to the campaign name and run dates, must appear on the front side in the top, right corner of all mounted entries.
- Online ads should be submitted in the form of the URL address, included with print materials and clearly marked.

DVD/CD –

- All television/video entries should be submitted on DVD. Do not supply Quicktime, Windows Media Player, Real Player, AVI, MPEG or MPEG4 files. All audio entries should be submitted on CD (English translations if applicable).
- Separate DVDs/CDs must be used for each entry. Please indicate the number of spots and length on the outside of case.
- All campaign components must be labeled. All contact information (name and campaign titles, address, telephone number and e-mail addresses of the individuals/company submitting the materials), in addition to the campaign name and run dates, must appear on the front of all DVD/CD cases.

****Important****

- All entries should be received by May 5, 2011. NO EXCEPTIONS!
- If duplicate campaigns are submitted for more than one category, separate entry packets must be submitted for each category entered.
- To be eligible, campaigns must have run between January 1, 2010 - December 31, 2010 (Professionals) May 1, 2010 - April 30, 2011 (Students).
- If a campaign has already been submitted for a past Mosaic Award, it cannot be resubmitted.

Please mail entries to:
AAF Nashville
P.O. Box 293327
Nashville, TN 37229

OR

Please drop-off on May 5th only to:
Athens Paper
1898 Elm Tree Dr. Nashville, TN 37210

For more information contact
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