

# Best of NAMA Entry Form - Physical Advertising Entries

## (Includes Consumer & Specialty Advertising Categories)

This entry form is used for the following categories: 1-11, 17-20, 22-28, 53-54, 59 & 61

**Note: For Electronic "E" Entries fill out the online entry form.**

Read complete rules before submitting. You may reproduce this entry form as needed, if the same information is listed. Please make sure all names are spelled correctly, persons responsible are identified, proper company division is listed, etc. Information is taken **DIRECTLY** from entry forms to notify winners and order plaques. **Please remember to make TWO (2) additional copies of the entry form to submit with entry. You can get this form on the website at [www.nama.org](http://www.nama.org). DON'T FORGET TO INCLUDE EMAIL ADDRESSES. ALL COMMUNICATIONS REGARDING THE AWARDS PROCESS WILL BE SENT VIA EMAIL.**

Category Number \_\_\_\_\_ Category Name \_\_\_\_\_

Chapter (mandatory) \_\_\_\_\_

Entry Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

Person Responsible \_\_\_\_\_ Email \_\_\_\_\_

Agency \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

Person Responsible \_\_\_\_\_ Email \_\_\_\_\_

What is the challenge/opportunity the communication is expected to solve? \_\_\_\_\_

\_\_\_\_\_

How do you want the intended audience to feel or think after seeing the work? What do you want the intended audience to do?

\_\_\_\_\_

\_\_\_\_\_

Identify the target audience and provide rationale for why the audience was chosen (e.g. demographic, psychographic, attitudinal and/or other strategic considerations. \_\_\_\_\_

\_\_\_\_\_

Submitted By \_\_\_\_\_ Company \_\_\_\_\_ Email \_\_\_\_\_