

STREAM 5: BEST TIE-IN CUSTOMER

BEST TIE-IN WITH CORPORATE MARKETING OBJECTIVES AND INTEGRATED MARKETING

NOTE: You must have completed a TELL US ABOUT YOUR MAGAZINE entry form before completing this submission.

Closing date for entries is midnight August 12 2011. Entries received after this deadline will not be accepted. All submissions must have a cover publishing date 1 July 2010 to 30 June 2011.

For any entry or MPASA membership queries please email Melony Boucher at MelonyB@printmedia.org.za or call (011) 551-9802.

Please visit www.mpasa.org.za for descriptions of the categories.

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ARE YOU ELIGIBLE?

For the purposes of this award, a custom magazine is a publication issued at regular intervals at least three times per year and must be sold or distributed independently of other publications. This award sector is for publications produced specifically for or by an organisation for its customers/members. A magazine can be free or paid for by its audience.

The PICA Awards are open to fully paid-up MPASA member publishers only. All entrants must be ABC certified or have received a provisional letter of acceptance from the ABC. (If your magazine does not have an audited ABC but does have a provisional letter of acceptance, please contact MPASA for advice on your entry).

The cost per entry is:

Title and Industry Awards (per submission):

Submitted before July 30 - R950

Submitted between July 31 and August 5 - R1,050

Submitted between August 6 and August 12 - R1,150

Last year MPASA introduced a special fee for the Individual Awards:

Submitted before July 30 - R700

Submitted between July 31 and August 5 - R800

Submitted between August 6 and August 12 - R900

Multiple entry discounts

3-5 entries 5%

6-10 entries 7.5%

11+ entries 10%

Submitter Details

Publishing Company *

Submitter Name *

First

Last

Submitter Job Title *

Submitter Phone Number *

Submitter Email *

Please Re-enter Submitter Email *

Submission Motivation

The submission motivation helps the judges understand how the overall goals of the magazine were met.

Magazine Name *

What was the original client brief and how did the publisher interpret and develop this? *

Outline how the magazine balances the needs of the client against those of the reader? *

Outline how the magazine was marketed and promoted? Explain what collaboration there was with the client and how the magazine was integrated with client - and other - marketing and promotional activities. *

How did client gauge the success of the magazine. Please

include examples (e.g. increasing customer loyalty, generating new business, boosting brand awareness). *

If applicable, are there any other noteworthy details or innovations? *

Submission Upload and Approval

Issue number of your submission *

Please upload the cover pdf of your submission *

no file selected

To help us improve the PICA Awards entry process please evaluate the following statements.

	Strongly Disagree	Disagree	Agree	Strongly Agree
I prefer this method of award entry	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
I found the form contained all the relevant data requests	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
I think the motivation questions define excellence	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4

If you do not complete the survey please tell us why.

- I have already completed the survey I cannot complete the survey at this time

CONGRATULATIONS YOU ARE ALMOST FINISHED!

Check the box below and then submit your entry. You will then be redirected to the www.mpasa.org.za for more information on how to make payment. You can make payment immediately via credit card or within one week via EFT.

You will also receive a confirmation email, with your entry attached for your reference.

Please email MelonyB@printmedia.org.za for any queries.

In checking this entry, I acknowledge that I have the authority to sign on behalf of the company and have read the rules and agree to them and accept that the judges' decision is final. I agree that the information given has been checked and is accurate. I confirm that all the information and data supplied is correct. I understand that I will be contacted for further information if required. *

I agree