



cooperative
communicators
association

CONNECT. CREATE. ACHIEVE.

Communications Contest 2020

Early-Bird Deadline:
January 31, 2020

Contest Deadline:
February 21, 2020



SPICE UP YOUR CREATIVITY

BUFFALO, NY

JUNE 1-3, 2020 CCA INSTITUTE

PROGRAMS & PROJECTS

Programs & Projects

Programs & Projects will be evaluated on overall concept, writing, design, editing, delivery phase and focus on stated goals. The committee reserves the right to reassign entries to different categories.



PROGRAMS & PROJECTS COORDINATORS:

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PROGRAMS & PROJECTS

ELIGIBILITY – RULES LISTED BELOW ARE

IN ADDITION TO THE CONTEST GENERAL RULES
BROCHURE

Programs or projects may be submitted in only one category, although individual pieces may be entered again as part of a campaign in categories 10, 11 and 12. Entrants must include relevant information regarding budget, objectives and management of a specific project.

BEST OF SHOW

Judges will select a Best of Show award recognizing the overall outstanding entry in the Programs & Projects contest. Each category winning entry is automatically entered for Best of Show. No separate entry is required.

Programs & Projects

Contest Categories

1. ADVERTISEMENT

Print, audio/video, banner or digital advertisement entries should inform or educate members, employees and/or the public about cooperative education, member or public services, product and/or institution information. Print ads may include any printed or digital advertisement such as magazine or newspaper ads, outdoor billboards or online display ads. Audio/video or digital may include any type of radio or film advertising, not to exceed 60 seconds. Public service announcements and other free commentary ads do not qualify; submit those entries in the Miscellaneous category. Submit a tear sheet of a print ad. Submit audio/video ads digitally on USB, URL or a file sharing method. One ad per entry. If submitting via URL, include username and password if applicable.

2. PROMOTIONAL VIDEO

UNDER 3 MINUTES

Entry must be an originally produced promotional video, usually a high-production value film used to showcase the cooperative's image or brand. May also be used to promote a product, business practice or service and will be evaluated on the ability to do one or more of these. Entry may not exceed 3 minutes in length. Submit digitally on USB, URL or a file sharing method. If submitting via URL, include username and password if applicable. Entry must be a single video — not a series.

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4. DOCUMENTARY VIDEO

UNDER 3 MINUTES

Entry must be an originally produced digital documentary video. Video should be instructional, journalistic or educational. Entry may not exceed 3 minutes in length. Submit digitally on USB, URL or a file sharing method. If submitting via URL, include username and password if applicable. Entry must be a single video — not a series.

5. DOCUMENTARY VIDEO

OVER 3 MINUTES

Entry must be an originally produced digital documentary video. Video should be instructional, journalistic or educational. Submit digitally on USB, URL or a file sharing method. If submitting via URL, include username and password if applicable. Entry must be a single video — not a series.

6. VIDEO SERIES

Entry must be an originally produced digital video series including two or more videos. Videos may be promotional or documentary. Submit digitally on USB, URL or a file sharing method. If submitting via URL, include username and password if applicable. Submit no more than three videos in the series. Videos do not need to be consecutive.

PROGRAMS & PROJECTS CATEGORIES CONTINUED:

7. WEBSITE

This category includes all websites for use internally or externally for employees, members or public. The content should successfully represent the cooperative's image and brand. Entries will be judged live on the Internet. If the entry is an Intra- or Extranet site, supply access information with the entry or it will not be considered. Include a high-resolution JPEG screen shot of the home page.

8. MISCELLANEOUS PRINT

This may include calendars, books, membership directories or other items not eligible under any other category. The audience may be members, employees, directors, cooperative customers or the general public. Loose entries should be submitted in a binder should not exceed 8.5 x 11 inches or can be mounted on foam or other display boards. Photos not to exceed 8.5 x 11 inches; mount on 9 x 12-inch board.

9. MISCELLANEOUS PROMOTIONAL

Entries include all miscellaneous promotional items that are custom designed or branded products such as t-shirts, tote bags, games, gadgets, individual exhibit banners or displays — the possibilities are endless — which are not entered in Programs and Projects category 8 or 10. A grouping of promotional items should be entered under category 9. Creativity is key; entries should go beyond using a logo/tagline. Submit in hard copy form or digitally on USB, URL or a file sharing method. If submitting via URL, include username and password if applicable. Include how the items were used, how they support your goals, and budget. Photos may be submitted for larger or heavier items not easily shipped such as vehicle wraps or mascot costumes.

10. CAMPAIGNS AND PROGRAMS, SHORT-TERM

This category includes campaigns and projects using a variety of media to promote an idea, issue, product or service to members, customers or employees. Short-term campaigns or programs are less than 12 months in duration from the point of kick-off, not including the planning stage. They should have an identifiable beginning and end. Submit detailed description of the project, strategic goals, results and collateral material. Submit entry in a three-ring binder.

11. CAMPAIGNS AND PROGRAMS, LONG-TERM

This category includes campaigns and programs using a variety of media to promote an idea, issue, product or service to members, customers or employees. Long-term campaigns or programs may be over a year in duration, not including the planning stage, or are characterized by their ongoing or permanent nature. Submit detailed description of the project, strategic goals, results and collateral material. Submit entry in a three-ring binder.

12. SMALL SHOP PORTFOLIO

This award recognizes the overall portfolio of entrants with limited resources (communications team with a maximum of 3 professional communicators). Outside resources may be used in the production of entries as long as the entrant was responsible for initiation of the project and had a significant role in project management or supervision of the entry's completion. The award will be based on overall communications achievement. Submit a three-ring binder containing six examples of work representing categories in no less than three of the four divisions of the 2020 CCA Communications Contest (Writing, Photography, Programs & Projects, and Publications).

13. ILLUSTRATION/GRAPHIC ART

Illustrations and graphic art may be drawn freehand, computer-generated (using programs such as Adobe Illustrator or Photoshop) or a combination. Entries should bring visual interest or improved understanding to an article. The entrant should either have created the artwork or developed the concept by directing a graphic artist in its creation. Charts or statistical information that employ a strong graphic element and manipulations of artwork in the public domain are also eligible. Photos may be incorporated, but if the photo is the dominant element, enter in Photography Category 6: Photo Illustration. Submit a high-resolution JPEG or PDF if the art includes text; also include a PDF of the story layout showing how the art was used. Entry may be submitted as actual printed piece or digitally on USB, URL or a file sharing method.

PROGRAMS & PROJECTS CATEGORIES CONTINUED:

14. COOPERATIVE EDUCATION

This project or program must represent one or more of the seven cooperative principles and/or cooperative business philosophies. The entry can be any type of program or project listed above (except small shop portfolio) as well as any publication or written piece on cooperative education. Entry may be submitted as actual printed piece or digitally on USB, URL or a file sharing method.

15. SOCIAL MEDIA SINGLE PLATFORM

This category includes the use of a single social media platform, such as Facebook, Twitter, YouTube, Pinterest, or others, to promote a product, service or the cooperative in general. This category illustrates the use of a single social media channel and for cooperatives that use only a single channel for its digital promotions. Include up to five screen shots of different posts on the channel and engagement examples, along with the URL and/or path to current live content for judging purposes. Submit analytics screen shots that support or measure the effectiveness of the examples.

16. INTEGRATED DIGITAL CAMPAIGN

This category includes the use of two or more social media platforms to create an integrated digital campaign to promote a product, service or the cooperative in general. Platforms include Facebook, Twitter, YouTube, Pinterest, Hulu and others. Consider how the campaign is shared across channels to compliment each other while showing best use of the individual platforms, purposes and audiences for each platform. Submit all social media profiles as one entry. Include a total of five screen shots of posts across all platforms utilized for the digital campaign. Include engagement examples, along with URLs and/or path to current live content for judging purposes. Submit analytics screen shots that support or measure the effectiveness of the campaign.

14. APP

Entry includes apps for Apple, Android or Windows devices. If the app is not available for public download from any app store, access information must be supplied with entry or it will not be considered. Include a high-resolution JPEG screenshot of the main screen

QUESTIONS?

Contact the CCA Business Office by email at ccacontest@communicators.coop or call 877-326-5994 or contact Afton Holt, CCA Vice President and overall contest chair, at afton@cpostmarketing.com or 515-835-9528.