

Rocket Direct Communications, Inc

Direct Mail Campaign Award 2010

Rules and Regulations

Deadline for entries:

1. Deadline for Entries is December 1st. 2010. All entries must be postmarked by 12:00am.
2. Entries must be delivered/mailed to: Rocket Direct Communications, Inc. C/O Awards Dept. 532 Central Dr. Virginia Beach, VA 23454.
3. All Entries and materials submitted will not be returned. We reserve the right to display, duplicate, or publish for educational and or promotional purposes as RDC, Inc feels appropriate. By entering, the entrant agrees to these terms and cannot hold Rocket Direct or any of its affiliates for any claim from any such use.

Eligibility:

1. To be eligible for the 2010 competition, all entries must have been mailed between January 1st. 2010 and October 31st, 2010. All entrants must be able to produce proof of media buys when requested.

Entry Fees:

1. All applications submitted before November 15th 2010 will be subject to a \$25.00 Entry fee.
2. All applications submitted after November 15th 2010 will be subject to a \$35.00 Entry fee.

Rules of Competition:

1. Submit a minimum of 5 samples of Direct Mail piece to be considered.
2. Entrant may submit up to 4 entries in each category.
3. A numerical voting system will be used in order to judge the entries. These scores will determine the winner in each category.
4. A copy of the date stamp from the post office must be submitted along with your entry. This will show proof of the date in which the direct mail campaign was mailed.
5. Entrant must submit a synopsis of the Direct Mail project. (See questions section)
6. The top 5 finalists in each category will receive certificates. There will be one winner in each category that will receive a glass Trophy. All winners will be listed on our website and will receive a logo that they can display on their collateral and websites. All winners will be listed on several Social sites.
7. Entry fees must be paid by check, money order or transfer and must be made payable to: Rocket Direct Communication, Inc, C/O Awards Dept, 532 Central Drive, Virginia Beach, VA 23454.
8. Material submitted for consideration will not be returned.

Judging:

All entrants will be judged using a point system. Each of the 4 criteria are worth a total of 25 points. The point system will include:

1. **Data**
Did the demographics fit the intended message. If the data was an in house list, did the mail piece speak to the recipient?
2. **Message**
Was the intending message clear and easy to understand. What was the call to action? Did it stand out?
3. **Aesthetics**
How is the overall appearance? Does the artwork support the intended message?
Did the fonts chosen add or subtract from the overall effect? Is the design appropriate for the targeted recipient?
4. **Impression**
Does the Mail piece entice the recipient to open and look at the piece?

Categories:

There are 4 categories in which entries can be submitted: Retail, Service Industries, Non-Profit, or Education

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Questions

Please submit answers to the following questions. Answers do not need to be on same sheet. Your response will help us to determine the background and the intended message behind your Direct Mail Campaign. Please limit the answer to each question to 250 words:

1. What was the intended message of the Direct Mail piece?
2. What factors were used to determine the correct data list to be used for the campaign?
3. What was your targeted demographic and why?
4. What was the call to action and how did you make it stand out?
5. What were the results? Response rate? Money raised?
6. Please submit any additional comments if desired.