



# MAGIC CITY MARKETING AWARDS

AM> | Birmingham

## Celebrating Excellence in Marketing

### About

The American Marketing Association (AMA) - Birmingham Chapter is pleased to announce the Magic City Marketing Awards, an awards program recognizing excellence in marketing in Birmingham, Ala., and its surrounding areas. Agencies, in-house marketing departments, freelancers and consultants alike may enter. Submitting a nominee is free, and AMA membership is not required for submission.



**Nominations will be open from  
Jan. 16, 2021 to Feb. 19, 2021.**

### Judging

Submissions and nominations will be judged by members of another chapter of the American Marketing Association in order to ensure fair and unbiased results. Judges will be provided with all awards criteria, as well as a compilation of all nominations and supplemental materials submitted, and will be given one month to review materials, score entries and identify finalists.

### Awards Presentation

Winners will be recognized at a virtual reception and event on Thursday, April 8, 2021. Tickets can be purchased prior to the event. Virtual event details will be sent on the day of the event.

# Categories

Individuals, agencies, companies and collegiate marketing programs may submit themselves or another person or party for the following categories:



## MARKETER OF THE YEAR

The Marketer of the Year award is presented to an individual that is currently working in Alabama within the field of marketing and has at least five years of marketing experience. Nominees will be judged on the basis of his or her business accomplishments and contributions to the marketing industry between Jan. 1, 2020 and Dec. 31, 2020.



## YOUNG PROFESSIONAL MARKETER OF THE YEAR

The Young Professional Marketer of the Year award is presented to an individual that is currently working in Alabama within the field of marketing in some capacity and has less than five years of experience, primarily in the field of marketing. Submissions should demonstrate the nominee's accomplishments and contributions to the marketing industry, as well as indicate ways in which the nominee has already shown leadership within his or her position. Submissions will be judged on accomplishments achieved specifically between Jan. 1, 2020 and Dec. 31, 2020.



## MARKETING STUDENT OF THE YEAR

The Marketing Student of the Year award recognizes students pursuing a degree and career in marketing, public relations, communication or comparable program. Nominees must be currently enrolled in a college or university in Alabama and will be judged based on involvement in and leadership through marketing-related roles in collegiate and outside organizations, academic achievement, leadership and contributions to and involvement within the marketing industry. Students recognized as Marketing Student of the Year will receive a scholarship to be used toward tuition or related costs associated with pursuing a marketing degree program.



## FORBES MCKAY AWARD - LIFETIME ACHIEVEMENT IN MARKETING

The Forbes McKay Award recognizes lifetime achievement within the marketing industry and is presented to an individual with at least 30 years of professional marketing experience. Nominees will be judged on the basis of business accomplishments and contributions to the marketing industry over the course of his or her career. Individuals nominated for the Forbes McKay Award must currently work in the state of Alabama and must demonstrate superior leadership within and outside his or her organization over the course of his or her career.



## CAMPAIGN OF THE YEAR

The Campaign of the Year award is presented to a company, organization, institution, agency, division or operating unit that directs its marketing efforts out of a Birmingham area office or location on behalf of an internal or external campaign executed between Jan. 1, 2020 and Dec. 31, 2020. Submissions should outline campaign goals, as well as the tactics implemented in order to achieve its objectives, and must demonstrate measurable outcomes attributed to the campaign's success and effectiveness.

*By submitting a nomination for any of the categories outlined as part of the Magic City Marketing Awards, you acknowledge the right of AMA Birmingham to use your likeness, submission or campaign for publication, exhibition and marketing for the Magic City Marketing Awards program.*

# How to Submit a Nomination

Submit a nomination through the AMA Birmingham website by visiting [www.amabirmingham.org/awards](http://www.amabirmingham.org/awards). Submissions will be accepted beginning on Jan. 18 and will close at midnight on Feb. 19. Nominations must be submitted online; nominations sent via email will not be considered.

## MARKETER OF THE YEAR

### Please submit the following:

1. Nominee's name
2. Nominee's email
3. Nominee's phone number
4. Company
5. Nominee's role or position
6. Number of years spent working in a marketing role or capacity
7. Please describe the accomplishments of the nominee, as well as any contributions made to his or her company/organization, between Jan. 1, 2020 and Dec. 31, 2020.
8. Please describe the contributions made to the marketing industry as a whole.
9. How is this person leveraging his or her marketing expertise to impact his or her community outside of his or her job/career?
10. Describe ways in which the nominee demonstrates leadership as a marketer.
11. Please create a Dropbox folder that includes a headshot, resume and a supplemental information document, which may include any information or examples needed to further enforce information provided above. Provide the link in the online submission form.
12. Nominator's name
13. Nominator's email
14. Nominator's phone number

## YOUNG PROFESSIONAL MARKETER OF THE YEAR

### Please submit the following:

1. Nominee's name
2. Nominee's email
3. Nominee's phone number
4. Company
5. Nominee's role or position
6. Number of years spent working in a marketing role or capacity
7. Please describe the accomplishments of the nominee, as well as any contributions made to his or her company/organization, between Jan. 1, 2020 and Dec. 31, 2020.
8. Please describe the contributions made to the marketing industry as a whole.
9. How is this person leveraging his or her marketing expertise to impact his or her community outside of his or her job/career?
10. Describe ways in which the nominee demonstrates leadership as a marketer.
11. Please create a Dropbox folder that includes a headshot, resume and a supplemental information document, which may include any information or examples needed to further enforce information provided above. Provide the link in the online submission form.
12. Nominator's name
13. Nominator's email
14. Nominator's phone number

## MARKETING STUDENT OF THE YEAR

### Please submit the following:

1. Nominee's name
2. Nominee's email
3. Nominee's phone number
4. College or university in which nominee is enrolled
5. Year/classification
6. Degree program/major
7. Expected graduation date
8. Current major GPA
9. Please outline the nominee's involvement in and leadership through any collegiate, marketing-related roles or organizations.
10. Please describe the nominee's involvement in any non-collegiate organizations as it pertains to the field of marketing.
11. Why is the nominee pursuing a degree and career in marketing?
12. Please create a Dropbox folder that includes a headshot, resume, academic transcript and a supplemental information document, which may include any letters of recommendation, information or examples needed to further enforce information provided above. Provide the link in the online submission form.
13. Nominator's name
14. Nominator's email
15. Nominator's phone number

## FORBES MCKAY AWARD – LIFETIME ACHIEVEMENT IN MARKETING

### Please submit the following:

1. Nominee's name
2. Nominee's email
3. Nominee's phone number
4. Company
5. Nominee's role or position
6. Number of years spent working in a marketing role or capacity
7. Please describe the nominee's accomplishments achieved over the course of his or her career.
8. Please describe the contributions made to the marketing industry as a whole.
9. How is this person leveraging his or her marketing expertise to impact his or her community outside of his or her career?
10. Describe ways in which the nominee demonstrates leadership as a marketer.
11. Please create a Dropbox folder that includes a headshot, resume and a supplemental information document, which may include any information or examples needed to further enforce information provided above. Provide the link in the online submission form.
12. Nominator's name
13. Nominator's email
14. Nominator's phone number

## CAMPAIGN OF THE YEAR

### Please submit the following:

1. Nominator's name
2. Nominator's email
3. Nominator's phone number
4. Company, organization, institution, agency, division or operating unit responsible for executing the campaign
5. Is this an internal or external campaign?
6. Please provide a description of the campaign. Be sure to address the following:
  - Objectives:** Provide an overview of the program/campaign's qualitative and quantitative objectives. Clearly outline the situation and key performance indicators.
  - Strategy:** Elaborate on the program strategies clearly listing the target audience(s) and any audience insights.
  - Execution:** Describe the tactical execution (creative, production, implementation, etc.) of the program.
  - Results:** Tell us how the program delivered against objectives listed and the impact (if any) to the overall business objectives. Be sure to outline qualitative and quantitative results.
7. Please create a Dropbox folder that includes a supplemental information document, which may include any information or examples needed to further enforce information provided above. Provide the link in the online submission form.

### NOTE: When submitting supplemental materials, please adhere to the following requirements:

- DO submit in accepted formats: JPG and/or PDF
- DO provide a high resolution image when applicable: 300dpi, >1M, print-ready
- DO NOT place artwork images into a PPT
- DO NOT submit files that will attempt to install a program on the judging computer(s). Executable files cannot be judged and will be disqualified.

## Enter Today

Now is your moment to shine. Submit your best work today.



Use the easy online registration form:  
[amabirmingham.org/awards](http://amabirmingham.org/awards)

### Questions

If you have questions regarding your submission, please email: [awards@amabirmingham.org](mailto:awards@amabirmingham.org).