

Automotive Communications Awards

2014

Sponsored by the Car Care Council Women's Board and the Automotive Communication Council

The Car Care Council Women's Board, supported by the Automotive Communication Council, applaud those companies and agencies that provide automotive information to consumers and the trade professionals who interact with them on a daily basis. Whether it be through outstanding advertising, marketing, merchandising and/or effective PR, these two organizations would like to recognize their efforts.

The Car Care Council Women's Board is comprised of auto care professionals dedicated to providing opportunities, education and career leadership to women in the auto care industry.

For marketing and communications professionals in the auto care industry, the Automotive Communication Council is a unique forum for learning and professional development focused on current and emerging marketing practices, achieved through collaboration and idea sharing with like-minded professionals.

Awards and Presentations

The awards presentation will be held during the Women's Board reception on Nov. 4, 2014 during Automotive Aftermarket Industry Week in Las Vegas. **Two best-in-show (B to C and B to B) awards will be announced and presented during the reception!**

Eligibility

Any client, agency or supplier who has produced automotive advertising, marketing, merchandising and/or PR efforts targeted to consumers or the trade are eligible. All entries must be produced and/or implemented between January 2013 and November 2014.

Easy to Enter

Please do not submit actual printed pieces. All entries must be submitted in PDF, jpg, mpeg, wmv or mp3 electronic format, with an accompanying electronic entry form and paragraph description. This paragraph description will be used to display winning entries at the awards presentation. Please be sure that you send an entry form or a photocopy of the form with each entry. If you have any questions, please call 301-654-6664.

Entry Fees

Entry fees are \$145 for the initial entry and \$95 for each additional entry. Please make check payable to Car Care Council Women's Board.

Deadline

Friday, Sept. 12, 2014



Entry Form

2014 Automotive Communications Awards

Please submit one form per entry. Copies of the form will be accepted. All sections must be completed to qualify.

DEADLINE: FRIDAY, SEPT. 12, 2014

Entry Categories (Check one)

BUSINESS-TO-CONSUMER AWARDS SPONSORED BY THE CAR CARE COUNCIL WOMEN'S BOARD

- 101. Television commercial(s)
- 201. Print/electronic ad
- 202. Direct mail piece or campaign/
newsletter
- 203. Magazine article
- 204. Educational article
- 205. Video news release
- 301. Brochures, booklets, handouts
- 302. Special promotions and
promotional events
- 303. Car care clinics
- 304. Posters and signage
- 401. Website
- 501. Other
- 502. Social media efforts (general)
- 503. Blog
- 504. Facebook customization
- 505. QR code customization
- 506. App for a mobile device
- 507. Use of YouTube video

BUSINESS-TO-CONSUMER AWARDS (cont.)

- 509. Pinterest page
- 510. Media outreach to non-English speaking
audiences
- 511. Media outreach to female audience
- 512. Google+ Campaign

BUSINESS-TO-BUSINESS AWARDS SPONSORED BY THE AUTOMOTIVE COMMUNICATION COUNCIL

- 601. Ad campaign to distribution/retail audience
- 602. Ad campaign to technician/repair audience
- 603. Ad - best use of graphic (to either
distribution/retail or technician/
repair audience)
- 604. Ad - best use of copy (to either distribution/
retail or technician/repair audience)
- 605. Corporate image campaign
- 606. Co-op/partnering campaign
(to either distribution/retail or
technician/repair audience)
- 701. Training materials
- 801. Magazine article - technical
- 802. Magazine article - general market/
special interest
- 901. Newsletter to customer or "external"
audience

BUSINESS-TO-BUSINESS AWARDS (cont.)

- 902. Logo design/usage
- 903. Website
- 904. Merchandising
- 905. Special promotion and/or
promotional event
- 907. Packaging
- 908. Social media efforts (general)
- 909. Blog
- 910. Facebook customization
- 911. QR code customization
- 912. App for a mobile device
- 913. Use of YouTube video
- 915. Aftermarket Pinterest page
- 916. Media outreach to non-English speaking
audiences
- 917. Media outreach to female audience
- 918. Google+ Campaign

SPECIAL AWARDS

- 920. Application of "Be Car
Care Aware" campaign/logo

Entry Information

Check one: Business-to-Business Business-to-Consumer

Category Number _____ Title of Entry to be Shown on Award (if won) _____

Advertiser _____ Name of Person Responsible for Entry _____

Company and/or Agency Name to be Shown on Award (if won) _____

Mailing Address _____ City/State/Zip _____

Phone _____ Fax _____ Email _____

Agency Name (if applicable) _____ Agency Contact _____

Mailing Address _____ City/State/Zip _____

Phone _____ Fax _____ Email _____

Payment Information

Number of entries: Business-to-Business Business-to-Consumer Enclosed Fee \$ _____

\$ _____ Please accept a donation to the Women's Board scholarship program in addition to my fee.

\$ _____ TOTAL

Check enclosed (ALL made payable to CAR CARE COUNCIL WOMEN'S BOARD) Visa MasterCard AmEx

Card Number _____ Exp. Date _____

Name on Card _____ Signature _____

Release Information

Grant of rights to publish your entry (entries) in CCC or ACC publications or exhibiting entries in magazine, book or electronic form.

Signature _____

Submission Information

Automotive Communications Awards / Attn: Women's Board / 7101 Wisconsin Ave., Suite 1300 / Bethesda, MD 20814
womensboard@carcare.org / www.wbcare.com / p. 301-654-6664 / f. 301-654-3299

The Fine Print

Entry fees are \$145 for the initial entry and \$95 for each additional entry. Multiple entries should be combined on one check. Please make ALL checks payable to CAR CARE COUNCIL WOMEN'S BOARD. Payment by credit card is also accepted. Judges have the right to move entries to more appropriate categories if necessary. Any client, agency or supplier who has produced automotive aftermarket advertising, communications, PR and/or marketing materials is eligible. All entries must be based on current year marketing, advertising, PR or communications campaigns. Please be sure to fill out the entry form completely. One form per entry. All entries must be submitted ONLY in PDF, jpg, mpeg, wmv or mp3 format. Please be sure that you send an entry form or a photocopy, along with a paragraph description. ENTRIES WILL NOT BE RETURNED.