



2010 NOVA Awards Entry Form

Entry Information

Entry form deadline: 5:00 PM on Friday, April 2, 2010
Each entry submitted must include one (1) entry form

Category:

Entry Title/Description:

Date of Implementation (first used):

Company/Firm/Organization Entering:

Contact Name:

Email:

Phone:

Street Address:

City/State/Zip:

Identify Team Credits:

If the entry was produced for a client, other than the entity entering, please provide:

Company Name:

Contact Name: Email:

If this entry becomes a finalist or winner, what entity name (company/firm/organization) and entry title would you like engraved or printed on the award?

Entity Name to be Printed/Engraved:

Entry Title to be Printed/Engraved:



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1. Objectives – Describe the situation and the objectives you set out to accomplish with this particular project.



2010 NOVA Awards Entry Form

2. Strategy – What was the strategy for achieving the objectives?



2010 NOVA Awards Entry Form

3. Tactics – What were the individual tactics involved in carrying out the Strategy?
(Creative samples are encouraged to support the entry).



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4. Results (Triple Weight) – What results did you achieve and how did you measure them? Carefully tie your results back to your objectives. If results were different than your objectives, explain why. Also include any unplanned events that may have directly affected your results.



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5. Write your summary for awards presentation – Write a short summary (maximum four sentences) that captures the essence of your submission. This brief synopsis will be used during the awards presentation and should only include information that can be said publicly about the company/entry, should it win the award.