

AWARDS SHOW CATEGORY DESCRIPTIONS



RISING STAR:

Explain in 750 words or less why your nominee is a Rising Star at your institution. We recommend including answers to the following:

- What accomplishments and/or contributions have they made to your brand?
- Is there a special project they lead or contributed to?
- What new idea did they come up with and implement?

BEST BRANCH REFRESH:

Have you recently renovated one of your branch locations? If so, let us know the following in 750 words or less:

- What aspects of the branch did you alter? (Providing Before and After photos is always welcome!)
- Who did you partner with to facilitate the changes to both the interior and exterior?
- In your opinion, what specific change elevated your customers' in-branch experience?

BEST PR CAMPAIGN:

Best campaign that elevated your social media following, your press mentions, your overall customer base, and garnered attention throughout the communities you serve. Provide proof of increased social following due to the campaign, press mentions (scans of print, links to digital), and any other relevant, concrete data that can be attributed to the campaign's success.

BEST RADIO CAMPAIGN:

Share your best Radio ad of the year and why it resonated with your audience.

BEST VIDEO CAMPAIGN:

Share your best Video campaign (whether that be a TV commercial, digital ad, social video campaign, etc.) and explain why it resonated with your audience.

BEST DIGITAL BANKING CAMPAIGN:

Share the assets involved with your most impactful digital banking campaign of the year. Include stats such as: who was targeted, where the campaign ran and for how long, what results you received, what the creative assets looked like, etc.

AWARDS SHOW CATEGORY DESCRIPTIONS



BEST OUT OF THE BOX CAMPAIGN:

Did you put together a successful campaign this year that doesn't necessarily fit into one of these categories? Share it with us here! We want to hear about your unique, quirky, and unconventional campaigns that resonated with your customers and the community.

BEST WEBSITE REDESIGN:

Did you recently do an overhaul of your bank's website? If so, in 750 words or less, share with us the changes that were made to the design, functionality, and user experience of your site. (Providing Before and After photos is always welcome!)

BEST PRINT CAMPAIGN:

Show us your best print campaigns of the year! It can be a direct mail piece, an ad from a publication, or an in-branch advertisement of a product or service, etc. Tell us why this print ad resonated with your staff and customers.

BEST OUT OF HOME CAMPAIGN:

Did you run a successful campaign that included billboards, transit ads, ads that you received via sponsorship opportunities at local sports stadiums, etc.? Tell us about them here and why the campaign resonated with people.

BEST OVERALL CAMPAIGN:

Submit the campaign assets from your best overall campaign of the past year! Did you have an epic campaign that incorporated multiple marketing aspects that included digital, print, video, PR, etc.? Submit it here for a chance to take home the most coveted award of the night.