



## 2012 CALL FOR ENTRIES

*tED* magazine

# Best of the Best

## Annual Marketing Competition

»Entry  
Tips

For tips on how to present your entry in its best, most competitive light, go to [tedmag.com/best](http://tedmag.com/best) to view a free webinar designed to help you prepare and enter the 2012 *tED* magazine Best of the Best awards program!



In Recognition of  
the Best Marketing  
Practices in the  
Electrical Industry

**CATEGORIES:**

Brand Awareness

Creative Display

Digital/Social Media Campaign

Direct Promotion

Event

Integrated Promotional Campaign

Literature/Selling Tool

Print Ad—Single

Print Campaign

Product Launch

Public Relations/Community

Outreach

Public Relations/Corporate

Publication

Website

ALL ENTRIES WILL BE ACCEPTED DIGITALLY;  
GO TO [TEDMAG.COM/BEST](http://TEDMAG.COM/BEST) TO ENTER

**DEADLINE: MARCH 2, 2012**



# About the Awards...

## Mission

*tED* magazine's Best of the Best awards program exists to honor marketing excellence and recognize creativity within the electrical industry in companies of all sizes. The success of a marketing program is often difficult to measure in tangible terms; therefore the awards program provides winners with the opportunity to show that their work is highly regarded within their own industry. In addition, over the years, the program has become a way to benchmark a company's efforts against those of its peers.

## Why enter?

It's all about recognition. The Best of the Best awards program provides marketers with a way to showcase their achievements. From top CEOs to leading marketing professionals to its entire readership—both online and in print—*tED* magazine has created a platform to make sure winning campaigns are noticed.

## Be recognized

### ADVENTURE ELECTRICAL MARKETING CONFERENCE

The Best of the Best awards will be presented during the 2012 AdVenture Electrical Marketing Conference in August.

All entries will be on display during the 2012 AdVenture Electrical Marketing Conference.

### *tED* MAGAZINE

To highlight the winning entries, *tED* magazine will announce winners on [tedmag.com](http://tedmag.com) and publish winning entries in its August 2012 print edition.

## 2011 BEST OF THE BEST AWARD WINNERS



### ▲ OVERALL BEST OF THE BEST DISTRIBUTOR Warshauer Electric Supply

*Event: Solar Certification Class; Integrated Promotional Campaign: Energy Solutions Group*



### ▲ OVERALL BEST OF THE BEST SUPPLIER Madison Electric Products

*Brand Awareness: Sparks Innovation Center; Digital Campaign: Social Media Delivers Results; Product Launch: Clip-It Product Launch*

### BRAND AWARENESS

Bricos  
Gexpro  
Eaton  
Madison Electric Products

### DIGITAL CAMPAIGN

Werner Electric Supply  
State Electric Supply  
Fluke  
Madison Electric Products

### DIRECT PROMOTION

Independent Electric Supply  
Border States Electric  
OSRAM Sylvania  
Service Wire

### EVENT

Warshauer Electric Supply  
Graybar  
C.N. Robinson Lighting Supply  
Lutron Electronics

### INTEGRATED PROMOTIONAL CAMPAIGN

Warshauer Electric Supply  
Summit Electric Supply  
C.N. Robinson Lighting Supply  
GE Lighting  
Legrand/Cablofil  
Solais Lighting

### LITERATURE/SELLING TOOL

OneSource Distributors  
OSRAM Sylvania  
L-Com

### MERCHANDISING

Summit Electric Supply  
LENOX

### PRINT CAMPAIGN

Wiedenbach-Brown  
GE Energy  
WAC Lighting

### PRODUCT LAUNCH

Werner Electric Supply  
CapitalTristate Electrical  
Distributor  
Littelfuse  
Madison Electric Products

### PUBLIC RELATIONS/ COMMUNITY OUTREACH

Leff Electric  
NorthEast Electrical Distributors  
GE Energy  
Lutron Electronics  
Federal Signal

### PUBLICATION

Van Meter  
Graybar  
Philips Lighting

### WEBSITE

Schaedler Yesco  
North Coast Lighting  
[LiveWireSupply.com](http://LiveWireSupply.com)  
Lutron Electronics  
Architectural Area Lighting

# Categories, Judging, and Tips

## CATEGORIES

*tED* magazine's Best of the Best awards program honors marketing excellence and recognizes creativity within the electrical industry in companies of all sizes in 14 marketing/communication categories:

**Brand Awareness:** Specific marketing effort directed at customers and/or prospective customers to introduce a new brand, announce a rebranding, or reinforce an existing brand

**Creative Display:** Product displays, signage, packaging, or information provided for point-of-sale promotion to customers

**Digital/Social Media Campaign:** Social networking activity, email blasts, online newsletters, podcasts, blogs, wikis, or other digital media

**Direct Promotion:** Direct mail, postcards, flyers, brochures, catalogs, and inserts

**Event:** Training, customer appreciation, special events, trade show, and counter day promotions

**Integrated Promotional Campaign:** Three to eight complimentary components used to promote the same marketing effort

**Literature/Selling Tool:** Literature, brochures, binders, CDs, DVDs, videos, and line cards (printouts of DVDs and CDs should be included)

**Print Ad—Single:** A single, individual newspaper, magazine, or billboard advertisement

**Print Campaign:** A series of newspaper, magazine, and/or billboard advertisements

**Product Launch:** Introduction of a new product to customers in 2011

**Public Relations/Community Outreach:** An effort to establish and maintain relationships with key stakeholders and audiences by connecting the company's mission, philosophies, or practices to the efforts of other (usually nonprofit or community) organizations, groups, specific audiences, and/or the general public

**Public Relations/Corporate:** A planned communication program that serves both the organization's and the public's interests by building and/or maintaining mutually beneficial relationships with key publics

**Publication:** Printed newsletter or magazine directed at customers/prospective customers

**Website:** New website, campaign or redesign; if submitting a redesign, please provide screen shots of former site

**Overall Best of the Best Awards** are presented to one distributor and one supplier that represent the best efforts of all entries fielded. While entering multiple categories may increase the opportunity to receive multiple awards and allow judges to see more areas of your work, overall awards may also be chosen based on one particular campaign that the judges agree stood out above all others.

## JUDGING

Entries are judged on their overall effectiveness and creative impact by an independent panel of marketing and industry professionals secured by *tED* magazine. Judges are from both within and outside the electrical industry. Each judge scores each entry based on the same criteria and not directly against other entries through a cumulative point system.

Once a category is completed, all scores are combined to select the winning entries. Entries must score a predetermined number of points in order to be eligible for winning any given category. If a category does not have an entry with a high enough qualifying score, it is possible that no winner will be selected. In rare instances, the judges may also choose to award more than one winner in a given category.

## RULES AND ENTRY REQUIREMENTS

1. The competition is open to distributors and suppliers that serve the electrical products industry.
2. Entries must be from marketing programs fielded in 2011.
3. Materials must be submitted online by midnight EST March 2, 2012.
4. Entries are separated by company sales volume to ensure fair competition between like-sized firms.
5. Credit card payment must be made at time of entry. Fee is \$125 per entry. If entering the same campaign in multiple categories, an entry fee applies for each category entered.
6. All entries must be submitted online at [tedmag.com/best](http://tedmag.com/best).

Questions about entries can be directed to Sheila Logan at 314-991-9000 or [slogan@naed.org](mailto:slogan@naed.org).

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