2017 Kudos Marketing Award

Contact Information

1. Agency *

2. Phone Number *

3. Submitted by (contact) *

4. Title

5. Street Address (UPS delivery) *

6. City / State / Zip *

7. Email *

8. NRPA Membership Number

Essay Question 1

9. What was the overall message conveyed in this campaign? Why did you choose this message? What was the goal/purpose for this message? Explain how consistent and effective messaging was achieved. *(maximum 250 words)* *

Essay Question 2

10. How did the marketing campaign create or heighten public awareness, provide compelling information or create a new perception regarding parks, recreation and conservation? *(maximum 500 words)* *

Essay Question 3

11. How did the marketing piece or campaign reflect creative vision, artistic aptitude, and innovative graphic design? *(maximum 250 words)* *

Essay Question 4

12. Why did you choose the methods of communication that you used to convey this message? *(250 word maximum)* *

Essay Question 5

13. Were these methods effective in communicating your message? How did you measure this effectiveness? What was the overall impact of the campaign? *(maximum 250 words)* *

Additional Information

14. Submit no more than ten examples of marketing tools that you used to market this campaign. Combine the information into one document. *

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