

IVAM Marketing Prize 2019



Terms & Conditions

Since 2009 every year IVAM awards a company or institute that has developed creative concepts and innovative ideas in technology marketing with the IVAM Marketing Prize. Subject of the application can be all successfully implemented measures or single concepts in all areas of marketing communications within the calendar year of 2018. Extraordinary advertisements, exciting trade fair booths, an excellent website presence or first-class flyers and brochures count as such. You can tell an interesting success story about your company? Maybe even in cooperation with an IVAM member? Then apply now for the IVAM Marketing Prize!

Your Submission

The following page will give you an insight in the evaluation criteria of the jury, consisting of experts in marketing and microtechnology. Well thought-out single measures can be subject to your submission as well as a complete coordinated campaign.

For a detailed evaluation by the jury we would like you to state some basic information about your company. You will find the form to fill out on page 3 of this document.

Feel free to send us whatever you feel describes your marketing actions best. It does not matter if it is a film or a power point presentation which includes photos, brochures, website screenshots or advertisements. Even three-dimensional exhibits are welcome.

Please send us your completed application form attached to your submission via mail to marketingprize@ivam.de or to our postal address: IVAM e.V., Joseph-von-Fraunhofer-Str. 13, 44227 Dortmund, Germany. Just consider to submit as soon as possible, in case the jury needs further information or important documents. We are looking forward to your submission!

All applications are due by März 01, 2019. Legal recourse is excluded.

The Prize

The winner of the IVAM Marketing Prize receives a one-year membership free of charge with the IVAM Microtechnology Network and enjoys all benefits of membership. The winner will also be featured in all IVAM media, which have a global reach, and additionally receive the attractive blue IVAM Marketing Prize trophy. The winning company will benefit e. g. from a multimedia company profile, have access to 15,000 international industry contacts, comprehensive public relations activities and widespread support in marketing.

Save-the-Date

The Marketing Prize will be awarded at the IVAM Annual General Meeting in spring 2019. In order to win the prize, attendance of at least one representative to the award show is necessary. Please turn to the calendar at www.ivam.de for detailed information on date and location.

Q&As

If you have any further questions and / or suggestions, please feel free to contact us via mail to marketingprize@ivam.de or via phone +49 231 9742 168.

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Criteria of the jury for the evaluation of the submissions:

1. Strategy

- a. Strategic approach**
 - i. Does the submission follow a strategic approach?
 - ii. Does the measure fit into an outlined complete concept?
- b. Authenticity**
 - i. Does the concept hit the core aspects of the brand?
 - ii. Is the campaign in accordance with the company?
 - iii. Is the campaign in accordance with the product?
- c. Target group orientation**
 - i. Is the target group orientation clearly identifiable?
 - ii. Is it orientated towards a professional audience or general reception?
 - iii. Is there a reference towards the product or service?
- d. International orientation**
 - i. Are there any visual imageries or contents in the English language?
- e. Interactive options**
 - i. Linked to social media?

2. Topic / scientific-technological contents

- a. Topicality / Half-life**
 - i. Are any current and socially relevant developments portrayed?
- b. Information content**
 - i. Is there enough information given?
 - ii. Is the scientific / technological explanation conclusive?
- c. Application / Benefits**
 - i. Are the areas of application of the shown developments / products identifiable?
 - ii. Is the submission self-explaining?

3. Visual appearance

- a. Structure**
 - i. Is the submission well structured?
 - ii. Is the overall message quickly comprehended?
- b. Creativity / Originality / Entertainment**
 - i. Does the submission contain creative / original details?
 - ii. Does it tell a story?
 - iii. Creative implementation of the content?
- c. Innovation**
 - i. Is the presentation new and surprising?
- d. Aesthetics / Technical quality**
 - i. Are there attractive elements for the observer?
 - ii. Is the presented material clear and aesthetically appealing?
 - iii. Are sound, visuals, graphics, resolution, texts of high quality?

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Your submission to the IVAM Marketing Prize:

Company:

Number of employees:

Annual sales:

Annual budget for marketing:

Short company profile:

Please give a short description of your marketing strategy:

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Object of your submission:

Why should your submission win?

Attachments: