

2014 Magellan Awards™ Communications Campaign Competition

Entry Deadline:

21 November 2014

With Extension Fee: **19 December 2014**



"All of us here think that this is the best-organized competition we've ever experienced. Thanks for your hard work!"



CALL FOR ENTRIES

9 of the Top 10 Fortune 500 Firms Have Joined LACP Competitions

Those in the Top 100 Include:

Walmart (1) · Exxon Mobil (2)
Chevron (3) · GE (4)
Bank of America (5)
AT&T (7) · Ford Motor (8)
JP Morgan Chase (9) · H-P (10)
Citigroup (12) · Verizon (13)
McKesson (14) · AIG (16)
Cardinal Health (17)
CVS (18) · Wells Fargo (19)
IBM (20) · UnitedHealth (21)
P&G (22) · Costco (25)
ADM (27) · Boeing (28)
The Home Depot (29)
WellPoint (31) · Walgreen (32)
J&J (33) · State Farm (34)
United Tech. (37) · Dell (38)
Pfizer (40) · Lowe's (42)
Lockheed (44) · Pepsico (50)
MetLife (51) · Safeway (52)
Kraft (53) · Sysco (55)
Disney (57) · Cisco (58)
Comcast (59) · Northrop (61)
Intel (62) · Aetna (63)
Prudential (65) · Caterpillar (66)
Sprint (67) · Allstate (68)
Coca-Cola (72) · Humana (73)
Honeywell (74) · Abbott (75)
HCA (77) · Time Warner (82)
Johnson (83) · Delta (84)
Merck (85) · DuPont (86)
Tyson Foods (87) · Amex (88)
MassMut. (93) · Raytheon (95)
Hartford (97) · Publix (99)

NEW FOR 2015

Free Express UPS
Shipping for All Kits

ALSO NEW

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on Heavyweight Stock

Fall 2014

Nothing distinguishes your work and brings recognition to you and your team more than honors from the 2014 Magellan Awards, the most popular metrics-based communications campaign competition.

From **Abbott** to **Zurich Financial**, companies large and small **compete against peers of similar size and means** to earn esteem for their achievements. In fact, entries from nearly a dozen countries competed in the Magellan Awards last year alone.

Here's your chance to earn recognition for your hard work in communications.

The 2014 Magellan Awards provides a platform for communications professionals to demonstrate the value they're delivering to their organizations and clients.

So whether you support a **corporation, non-profit, educational institution, or governmental entity**, LACP's 2014 Magellan Awards Competition is a chance to have the high quality of your work validated in one of the most respected competition forums in the world.

The **Call for Entries ends 21 November 2014**. (19 December 2014 with extension fee.)
So don't delay; be sure to submit your entry today!

Best of luck,

Christine Kennedy

Christine Kennedy
LACP Competition Director





2014 Magellan Awards

Global Communications Competition

QUESTIONS AND ANSWERS

Do I Have to be Based in the United States in Order to Enter? Organizations based outside of the U.S. are welcome to apply. We regularly receive entries from **Australia, Austria, the Benelux, Bermuda, Canada, China, Czech Republic, Germany, Hong Kong, India, Indonesia, Israel, Japan, Korea, Mexico, New Zealand, Norway, Saudi Arabia, South Africa, Sri Lanka, Switzerland, Turkey, and the U.K.**

When Must I Have Created My Campaign?

It must have been launched within the last 12 months.

How Should I Submit My Entry? Entries can be submitted in both hard- and soft-copy formats. The preferred soft-copy format is PDF. Contact us if you need to use another entry medium. Cover letters are welcome but not required. Only one copy of the materials needs to be provided for judging.

Can I Upload My Entire Entry? Yes! All materials can be sent to us online at <http://www.lacp.com/upload>. This can include submissions, entry forms, cover letters, videos, PDFs and more. Need help? Chat with us online at www.lacp.com/support

How Does Judging Occur? Award results are based on the judging of submissions within peer-level competition classes. They are determined according to company size, annual revenue, and other pertinent factors. Scoring is derived according to LACP's proprietary judging system, which grades various criteria of an entry. A composite score is then determined. Your Results Kit will provide full details on the judging methodology as well as feedback on your report.

Should I Include a Cover Letter? While not mandatory, it does help judges better understand an entry's goals, target audience, messaging, development, and success metrics.

How Do Competition Classes Work? All entrants are required to enter the General Competition—this is where the heart of judging takes place, primarily among organizations of similar size and means. If you believe your entry stands out in any of the other achievement categories (e.g. Most Creative, Most Improved), you can enter those separate competitions and contend against all other entrants solely on that category's single criterion. "Special Achievement" categories include regional awards, as well.

Are Late Entries Accepted? Yes, through 19 December 2014. We may be able to make special arrangements for exceptional circumstances—contact us at www.lacp.com/contactus

Do I Have to be an LACP Member to Enter? No.

LEGAL INFORMATION: Fortune 500 is a registered trademark of Fortune Magazine. All entries become property of LACP LLC unless otherwise arranged. All entrants agree to waive LACP LLC of all liability pertaining to the conduction of its competitions and related programs. International entrants are responsible for all customs duties and taxes.

How to Enter in Three Easy Steps

- 1) **Build Your Entry.** Assemble your entry and document::
 - a) The goal(s) and objective(s) of your communications campaign.
 - b) Details on your target audience(s), key message(s) & launch plan(s).
 - c) Samples of the communications materials used in the campaign.
 - d) Final results and/or metrics garnered upon campaign completion.
- 2) **Complete the Entry Form.** Complete all fields for you and/or your client as accurately as possible. A brief cover letter is optional.
- 3) **Mail Your Entry.** Entries only need to ship by the deadline.

Important Dates

- | | |
|-------------------|------------------------------------|
| 21 November 2014: | Deadline to mail entries. |
| 19 December 2014: | Deadline to mail entries with fee. |
| 12 January 2015: | Winners announced. |

INDUSTRY KEY— IF REQUESTED FOR CLASSIFICATION

Code	Industry Name	Sample Organizations — Previous Winners	Code	Industry Name	Sample Organizations — Previous Winners
01000	Aerospace & Defense	Boeing, Lockheed Martin, Raytheon	23000	Health Care — Equipment & Supplies	Baxter Int'l, Dade Behring
02000	Agribusiness	Bayer CropScience, Bunge, Agrium	24000	Health Care — Providers & Services	WellPoint, Vanderbilt Univ.
03000	Automobiles & Components	Fleetwood Enterprises, Volvo, Michelin	25000	Insurance	MetLife, RGA, Selective, Allstate, Mutual of Omaha
04000	Banks — Commercial	Bank of America, Wells Fargo, SunTrust	26000	Materials	Georgia-Pacific, Rock-Tenn, Vulcan, Gibraltar Steel
05000	Banks — Thrifts & Mortgage Fin.	Countrywide, Washington Mutual	27000	Media	Cox, E.W. Scripps, Scholastic, ESPN
06000	Biotechnology	Biogen Idec, Myogen	28000	Non-Profits	RAND, Nemours, Goodwill, KPMG Foundation
07000	Business/Construction/Engineering Services	Monster, Pitney Bowes, Accenture	29000	Pharmaceuticals	Johnson & Johnson, Merck, Pfizer, Abbott
08000	Chemicals	BASF, DuPont, Eastman Chemical	30000	Real Estate/REIT	BRE, Regency Centers, Gables, Home Prop.
09000	Conglomerates, Holding Co., Div. Invest.	GE, Textron, Walter Ind.	31000	Retailing — Food & Specialty	Office Depot, Lowe's, Tiffany, Publix
10000	Consumer Consum. — Food/Bever./Tobacco	Hormel, Coca-Cola, Altria	32000	Retailing — Internet/Catalog	800-FLOWERS, Sharper Image
11000	Consumer Consum. — Household/Personal	Mattel, Colgate-Palm., P&G	33000	Retailing — Multi-line Retail	Big Lots!, Federated Dept. Stores
12000	Consumer Durables — Household	Maytag, Stanley Works	34000	Technology — Computers & Peripherals	Dell, H-P, IBM, Maxtor
13000	Consumer Durables — Textile/Apparel/Luxury	Steve Madden	35000	Technology — Electronic Equip. & Instruments	XEROX, CDW, Agilent
14000	Consumer Services — Hotels/Restaurants/Leisure	Hilton Hotels	36000	Technology — Hardware & Equip.	Cisco, Motorola, QUALCOMM
15000	Consumer Services — Other	H&R Block, Mighty Ducks (NHL)	37000	Technology — I.T. Services	EDS, Iron Mountain, Perot Systems, Fiserv
16000	Educational	Kent State, National University, WestEd	38000	Technology — Semiconductors & Equipment	Intel, AMD, Broadcom
17000	Energy — Equipment & Services	FMC, Halliburton, Schlumberger	39000	Technology — Software	EarthLink, Yahoo!, Adobe, Symantec
18000	Energy — Oil, Gas & Consumable Fuels	BP, Anadarko, Peabody	40000	Telecommunications	Sprint Nextel, Verizon, U.S. Cellular
19000	Equipment, Machinery & Instruments	Caterpillar, Fluor, Hyundai H.I.	41000	Transportation & Logistics	American Airlines, Ryder, Yellow
20000	Financials — Capital Markets	Bear Stearns, Charles Schwab	42000	Utilities — Electric	Progress Energy, Exelon, Entergy
21000	Financials — Diversified Services	Citigroup, Principal Financial	43000	Utilities — Gas	AGL Resources, Peoples Energy
22000	Government — City/State/Nat'l	U.S. State Dept., FAA, U.S. Army	44000	Utilities — Multi/Water/Traders	Ameren, TXU, Constellation

2014 Magellan Awards Global Communications Competition Entry Form

INSTRUCTIONS: Simply complete this entry form and submit it along with one entry sample to be judged and, optionally, a one- or two-page cover letter summary. Materials should be sent to LACP at the above address by 21 November 2014 or uploaded at <http://www.lacp.com/upload>. Agencies are welcome to submit entries on their clients' behalf. Winners will be announced 12 January 2015 at www.lacp.com and via courier.

1 Company Size (AGENCIES: SIZE OF CLIENT ORGANIZATION)

- ☐ Up to 100 employees ☐ 100 - 1,000 employees ☐ 1,000 - 10,000 employees ☐ 10,000+ employees

2 Gross Revenue (AGENCIES: REVENUE OF CLIENT ORGANIZATION)

- ☐ Up to \$10 million ☐ \$10 - \$100 million ☐ \$100 million - \$1 billion ☐ \$1 - \$10 billion ☐ \$10+ billion

3 Campaign Name: _____

4 Primary Focus of Campaign (Select One From Each Box)

- | | | |
|--|--|---|
| <input type="checkbox"/> Community Relations | <input type="checkbox"/> Employee Communications | <input type="checkbox"/> Product/Service Communications: Consumer |
| <input type="checkbox"/> Client Base/Membership Communications | <input type="checkbox"/> Corporate/Organizational Communications | <input type="checkbox"/> Product/Service Communications: Biz-to-Biz |
| <input type="checkbox"/> Crisis Communications | <input type="checkbox"/> Intra-Industry Communications | <input type="checkbox"/> Product/Service Communications: Other |

THIS CAMPAIGN IS ON BEHALF OF A:

- | | |
|--|--|
| <input type="checkbox"/> Corporation/For-Profit Organization | <input type="checkbox"/> Trade Association |
| <input type="checkbox"/> Non-Profit/Charity/Foundation | <input type="checkbox"/> Governmental Body |
| | <input type="checkbox"/> Educational Institution |

5 Participation Level — Choose One

- ☐ **PREMIUM PLUS: SPEC. ACH. + TOP 50 + GENERAL + SHIPPED KIT + "COMPLETE" BENEFITS + "PREMIUM PLUS" BENEFITS.** \$ 900
- ☐ **PREMIUM: SPECIAL ACHIEVEMENT + TOP 50 + GENERAL + SHIPPED RESULTS KIT + "COMPLETE" BENEFITS + "PREMIUM" BENEFITS.** \$ 650
- ☐ **COMPLETE*: SPECIAL ACHIEVEMENT + TOP 50 + GENERAL + SHIPPED RESULTS KIT + "COMPLETE" BENEFITS.** \$ 400
- ☐ **BASIC: GENERAL + SHIPPED RESULTS KIT.** \$ 295
- ☐ **ECONOMY: GENERAL** \$ 195

SPECIAL ACHIEVEMENT AWARD CATEGORIES

- | | | |
|--------------------------|-----------------------------|----------------------|
| ▪ Best on Limited Budget | ▪ Best Return-on-Investment | ▪ Most News Coverage |
| ▪ Best In-House Campaign | ▪ Best Debut | ▪ Most Creative |
| ▪ Best Agency Campaign | ▪ Most Improved | ▪ Most Engaging |

TOP 50 AWARD CATEGORY

- Individual Ranking of Competition Entry
- Consideration for Top 50 Honors

GENERAL AWARD CATEGORY

- Participation of Entry in Competition Class
- Inclusion in Online Results (if applicable)

SHIPPED RESULTS KIT

- 20-Page Results Guide
- Certificates for All Awards Won (if applicable)

"COMPLETE" ENTRY LEVEL BENEFITS

- | | | |
|-------------------|--|-------------------------------|
| ▪ LACP Membership | ▪ Access to the Latest Edition of PR Tools | ▪ Complimentary Award Samples |
|-------------------|--|-------------------------------|

"PREMIUM" ENTRY LEVEL BENEFITS (DOUBLED FOR "PREMIUM PLUS")

- | | | |
|--|---|--|
| ▪ NEW: Presented in anodized aluminum case. | ▪ Complimentary Crystal Statuette Certificate | ▪ Complimentary PDF Edition of Results Guide |
| ▪ 20 Customized, Full-Color Reprints | ▪ Complimentary Additional Selection in 4 | ▪ Complimentary Second Printed Results Guide |

6 Organization & Agency Information

Company: _____ Company Twitter Hashtag: _____ Company URL: <http://> _____

Agency: _____ Agency URL: <http://> _____

Contact Person: _____ Contact is with: ☐ Company ☐ Agency

Contact Address: _____ City, State, ZIP: _____

Phone: _____ FAX: _____ E-Mail: _____

7 Method of Payment (Visa/MasterCard/American Express/Discover Accepted. Invoice Terms: Net 15)

- ☐ Credit Card: Exp: Security Code: _____ Signature: _____
- ☐ Check (enclosed, payable to LACP) ☐ Bill me (Payment must be received prior to shipping of results. P.O., if necessary: _____)

8 Important Information

All entry fees are non-refundable. By submitting an entry, companies with a standing past due balance with LACP agree to have that balance cleared by either 1) charging the credit card number listed on the either a current or previous entry/order form or 2) having the charges added to the current invoice. LACP reserves the right to refuse Net 15 payment terms. Wire transfer payments subject to a \$25 fee to cover bank charges. Entry benefits subject to change contingent on number of submissions received. * Default if no other selection is made. † One selection is included, a second is free for Complete & Premium entries. Additional selections are \$150 each.



2014 Magellan Awards

Global Communications Competition

**Gain the recognition
you've earned.**

Why this Magellan Awards
is the Best Yet.

**Crystal Statuettes Available
with All Results Kits**

- Instant Recognition of Your Participation or Win

Full-Blown Results Kits & Resources

- 20+ Pages of Awards Coverage, Metrics, Judges' Feedback & Participant/Winner Certificates

Online Winners' Gallery

- The Most Extensive: Profiles on Each Winning Submission and Its Strengths in the Competition



- NEW:**
- Free UPS Shipping for All Results Kits
 - Updated Certificates on Heavyweight Stock
 - Crystal Statuettes Available with All Results Kits

See inside for details.

**Enter the Industry's
Largest Communications
Campaign Competition!**

21 November 2014
With Extension Fee: 19 December 2014

ENTRY DEADLINE:

2014
Magellan Awards
Global Communications
Competition



CALL FOR ENTRIES

999 Vanderbilt Beach Road, Suite 200
Naples, FL 34108

