

2021 Spotlight Awards™  
Global Communications  
Competition

Entry Deadline:

8 October 2021

With Extension Fee: 22 October 2021

"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 2021

Refreshed Online  
Design for Winners

ALSO NEW

Free Digital Delivery  
for All Kits

Fall 2021

Nothing distinguishes your work and brings recognition to you and your team more than honors from the 2021 Spotlight Awards, the world's most popular metrics-based global communications 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 half dozen countries competed in the Spotlight Awards last year alone.

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

The 2021 Spotlight 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 2021 Spotlight 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 8 October 2021**. (22 October 2021 with \$25 extension fee.)  
So don't delay; be sure to submit your entry today!

Best of luck,

Christine Kennedy  
LACP Competition Director



# 2021 Spotlight 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 Publication?**  
It must have been disseminated 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 each edition 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](http://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 22 October 2021. We may be able to make special arrangements for exceptional circumstances—contact us at [www.lacp.com/contactus](http://www.lacp.com/contactus)

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

## How to Enter in Three Easy Steps

**1) Package Your Entry.** Select one or more editions of your digital, print or video publication for judging. Only one copy of each edition is needed. Please avoid stapling or paper-clipping any material to the front cover of your publication since all entries will be scanned. Completed publications awaiting printing can be submitted on a CD in PDF format.

**2) Complete the Entry Form.** Complete all fields for you and/or your client as accurately as possible. A one- to two-page cover letter is optional.

**3) Mail Your Entry.** You're done! Entries must be shipped by deadline.

## Important Dates

8 October 2021: Deadline to mail entries.

22 October 2021: Deadline to mail entries with fee.

22 November 2021: Winners announced & kits shipped.

**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.

### INDUSTRY KEY—USE WHEN COMPLETING ENTRY FORM

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

## 2021 Spotlight 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 8 October 2021 or uploaded at <http://www.lacp.com/upload>. Agencies are welcome to submit entries on their clients' behalf. Winners will be announced 22 November 2021 at [www.lacp.com](http://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 Project Name:** \_\_\_\_\_

**4 Format of Competition Materials (One Included; Additional Selections Available at \$150 Each†)**

- Report-Based Communications Materials*  
 Annual/Integrated Report     CSR Report     ESG Report     Interim Report     Online Report     Sustainability     Other: \_\_\_\_\_

- Print-Based Communications Materials*  
 Ad     Article     Book(let)     Brochure     Guide     Magazine/Newsletter     Mailer     Presentation     Other: \_\_\_\_\_

- Web/E-Mail-Based Communications Materials*  
 E-Mail-Based Feature     Multimedia/Interactive     Newsletter/Magazine     iPad App     Web/Intranet Site URL: \_\_\_\_\_

- Video- & Audio-Based Communications Materials*  
 Podcast     Organizational Video     Commercial/Ad/PSA     Product/Service Video     Testimonial/Case Study     Other: \_\_\_\_\_

- Other Communications Materials - Unlisted/Multiple/Mixed Media Formats*  
 Communications Campaign     Conference/Meeting/Special Events     Multi-Format Comms. Materials     Other: \_\_\_\_\_

**5 Participation Level — Choose One**

- PREMIUM PLUS: SPEC. ACH. + TOP 100 + GENERAL + SHIPPED KIT + "COMPLETE" BENEFITS + "PREMIUM PLUS" BENEFITS.** . . . . . \$ 975  
 **PREMIUM: SPECIAL ACHIEVEMENT + TOP 100 + GENERAL + SHIPPED RESULTS KIT + "COMPLETE" BENEFITS + "PREMIUM" BENEFITS** . . . . . \$ 675  
 **COMPLETE\*: SPECIAL ACHIEVEMENT + TOP 100 + GENERAL + SHIPPED RESULTS KIT + "COMPLETE" BENEFITS.** . . . . . \$ 475  
 **BASIC: GENERAL + SHIPPED RESULTS KIT** . . . . . \$ 375  
 **ECONOMY: GENERAL** . . . . . \$ 275

**SPECIAL ACHIEVEMENT AWARD CATEGORIES**

- Best Publication Debut
- Best Publication Narrative
- Best Publication Visual Design
- Most Inspirational Publication
- Most Improved Publication
- Most Creative Publication
- Most Engaging Publication
- Best In-House Publication
- Best Agency Publication

**TOP 100 AWARD CATEGORY**

- Individual Ranking of Competition Entry
- Includes Top 100 Worldwide

**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 Additional Selection in 4

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

- **NEW:** Presented in anodized aluminum case.
- 100 Customized, Full-Color Reprints
- Complimentary Crystal Statuette Certificate
- Complimentary Additional Selection in 4
- Complimentary PDF Edition of Results Guide
- Complimentary Extra 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, firms 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

# 2021 Spotlight Awards

## Global Communications Competition

Gain the recognition  
you've earned.

Why this Spotlight 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:**
- Refreshed Online Design for All Winners
  - Updated Certificates on Heavyweight Stock
  - Crystal Statuettes Available with All Results Kits

See inside for details.

...and many more!

Organizational Web Sites

Organizational Videos

Newsletters

Magazines

Brochures

Annual Reports

26+ entry categories:

Enter the Industry's  
Largest Global Communications  
Competition!

**ENTRY DEADLINE:**  
8 October 2021

2021  
Spotlight Awards  
Global Communications  
Competition



**CALL FOR ENTRIES**

999 Vanderbilt Beach Road, Suite 200  
Naples, FL 34108

