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# FPTA/CTD

FLORIDA PUBLIC TRANSPORTATION ASSOCIATION / COMMISSION FOR THE TRANSPORTATION DISADVANTAGED

# 2018 ANNUAL CONFERENCE & EXPO

# MARKETING AWARDS

OCTOBER 14 – 17, 2018 | DAYTONA BEACH, FLORIDA

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# CALL FOR ENTRIES

# 2018 Marketing Awards Competition

Public transportation is facing the greatest transformational moment of our generation. Our industry is evolving at an unprecedented pace. We in transit marketing are in the midst of a paradigm shift. Our customers now range from Baby Boomers to Gen X to Millennials to Gen Z – the iGeneration. Marketing to all these demographics is challenging. And we are up to the challenge because we work together, learn best practices and share our collective knowledge.

The 44th Annual FPTA Conference is our chance to showcase these creative efforts.

*See you in Daytona! We've put in the hard work – now comes the reward!*

## Eligibility

All Florida Public Transportation Association (FPTA) member systems are eligible to enter the Marketing Awards Competition. All work submitted must have been created, published or implemented by, or for, an FPTA member between **August 1, 2017 and July 31, 2018**.

Only one (1) entry will be accepted from each system in each category. Agencies are limited to four (4) entries total. Late entries will not be accepted. Entries are free.

## Classifications

Classifications are based on the size of the transit system's operating budget, consistent with FPTA's membership tiers.

**Class 1** Member Tier 1  
(Annual Budget over \$36 million)

**Class 2** Member Tier 2  
(Annual Budget between \$4 million and \$36 million)

**Class 3** Member Tiers 3 and 4  
(Annual Budget under \$4 million)

## Judging

An independent panel of professionals will judge the entries. Decisions will be final and based on the following criteria:

**50% Innovation/Creativity**

**25% Production Quality**

**25% Overall Effectiveness**

Entries will be displayed during the FPTA Conference.

## Submission of Entries

An entry form must be completed, printed and submitted along with each entry.

Complete one form for each entry. Attach a copy of the original entry form on the back of each entry in the upper right corner. Include four additional photocopies of the entry form with each submission.

Include a USB Flash Drive that contains the following:

- 50-word summary of the project
- JPEG image representing your entry

Deadline: **Monday, August 20, 2018 at 5 p.m.** All entries must arrive by this date and time to be considered eligible for judging. Late entries will not be accepted.

Mail your entries to:

**Department of Transportation and Public Works**  
Marketing & Communications Division 17<sup>th</sup> Floor  
c/o FPTA Marketing Awards  
701 NW 1 Ct, Miami, FL 33136  
Attention: Bobbie Crichton  
**786-469-5384**

## Awards

First-place awards will be presented for each category, in each class. Judges may also elect to present a Certificate of Merit and/or an Honorable Mention in each category. Marketing's "Best of the Best" Award will be chosen from among first-place winners and presented to the single best entry or campaign submitted, regardless of category or class. Judges may also select a "Judges' Favorite" Award. A "Members' Choice" Award will be made available for conference attendees to vote for their favorite campaign.



## Entry Format

All entries that can be mounted must be submitted on 15"x 20" black matte boards hinged together. Entries too large or too heavy must be submitted as 8"x 10" color photographs mounted on 15"x 20" black matte board. No identification tag can appear on the front of the boards other than logos and type as part of the entry itself. An original entry form must be attached to the back of each mounting board in the upper right corner.

## Print Entries

Print entries (schedules, brochures, system maps, all ads, etc.) must be mounted on 15" x 20" black matte boards. Large campaigns that do not fit on a single board must be mounted on hinged 15" x 20" black matte boards. If the handling of the piece is critical to the impact of your printed entry, create a pocket or attach an envelope on the front of the board to hold printed copies.

## Electronic Media, Radio, TV and Digital Media Entries

Entries must be submitted on a USB Flash drive. Allowable file types: MP3, MP4 and WMV.

Digital entries can be printed and attached to display boards, submitted through a tablet or presented with a web link.

Entry forms must be attached.

## Buses, Outdoor Advertising, Events

Buses, Outdoor Advertising, Special Events, etc. entries must be entered as 8"x 10" color photos mounted on 15" x 20" black matte board with the entry form attached to the back in the upper right corner.

## Signage

Interior or exterior signs identifying transit administration, operation or customer facilities, transit information kiosks/signs at transit stations/stops, transit stop signs, or other instructional or informational signs used by a transit system, will compete in this category.

## Potpourri

Open to all FPTA members whether public transportation systems or private sector commercial businesses, this category allows entries of any sort (public transit related) that were designed and published within the required timeframe but that either does not fit any existing category, or that the entrant does not qualify to make an entry in any other category (vendors, commercial businesses, consultants, trade organizations, other governmental agencies, etc. who are FPTA members).

Internal Employee Communications is included as part of the Potpourri Category.

# 2018 CONFERENCE DETAILS

**OCTOBER 14–17, 2018**

Hilton Daytona Beach  
Oceanfront Resort  
100 N Atlantic Avenue  
Daytona Beach, FL 32118

### DISPLAY OF MARKETING ENTRIES

Sunday, October 14: Noon – 5 p.m.

Monday, October 15: 8 a.m. – 5 p.m.

Voting for Members Choice Award will be open until Monday at 5 p.m.

### MARKETING AWARDS PRESENTATION

Monday morning, October 15

### FPTA AWARDS BANQUET

Monday evening, October 15

# AWARD CATEGORIES

## 1 Print Advertising Collateral

Any single promotional brochure, direct mail piece, poster, newsletter (other than employee), free-standing newspaper or magazine insert or other printed piece specifically designed to advertise a transit system product or service that delivers its message.

## 2 Print Instructional Information

Any transit schedule, timetable, system map, ride guide or non-advertising information piece whose sole purpose is to publish transit information and/or educate riders on using the transit system.

## 3 Electronic Media, Radio, TV and Digital Media

Any transit system television or radio commercial, jingle, program broadcast, public relations videos, audio loops, or musical on-hold messages. This category also includes any website created by, or for, an FPTA member. This can include transit agency or campaign-specific website. Submission must include screen captures of the site itself. Also included is any social media platform or campaign used to promote transit and engage the consumer. This can include Facebook, viral videos, other social media sites, mobile applications, micro-blogs, blogs photo-sharing sites, etc. Submit the link for viewing/downloading the mobile app.

## 4 Interior/Exterior Signage

Any interior bus advertisement, system-related signage or exterior bus wrap. Interior ad cards can support an advertiser or be self promotion. System-related signage can identify a transit administration, operation or customer facility, transit information kiosks/signs at transit stations/stops for the purpose of publishing transit maps/schedules, transit stop signs, or any other instructional or informational sign used by a transit system.

Exterior bus wraps are single-vehicle design to promote a system or an event with which a system is closely associated or identified as a sponsor. This includes any bus exterior created or executed for an advertiser other than the system itself.

## 5 Sustaining Campaigns

Any comprehensive transit system marketing campaign lasting longer than two (2) months.

- Entry should feature three (3) to six (6) elements created for this campaign.

## 6 Special Events

Any event created by, or for, an FPTA member to promote transit system awareness or to increase ridership.

- Events must last one (1) month or less.
- Submit two (2) to six (6) elements created for this event.

## 7 Potpourri

Any communication item published by an FPTA member which does not satisfy the requirements of any of the previous six (6) categories.

This category also includes Internal Employee Communications.

## AWARDS BANQUET PRESENTATIONS

### MEMBERS' CHOICE (at conference)

All FPTA members attending the annual conference will be given instructions with their registration packet guiding attendees to the app, which will be used for several things including to vote for their favorite 2018 marketing entry. This has become one of the most coveted awards of the conference because it is selected by the members of the Florida Public Transportation Association.

### FPTA'S BEST IN MARKETING

Winners in all categories will automatically be entered into this competition which will be awarded at the Awards banquet on Monday evening, October 15. With the addition of winners from three classes, these awards will be much more competitive giving all agencies, regardless of size, an opportunity to shine. No additional entry form is necessary for this category.

- A.** Best of the Best | **B.** Judge's Favorite



# ENTRY FORM

The entry form must be completed, printed and submitted along with each entry. Attach copy on the back of each entry in the upper right corner of the board. Include four additional photocopies of the entry form with each submission.

Include a USB Flash Drive that contains the following:

- 50-word summary of the project
- JPEG or TIF image representing your entry

Mail your entries to:



**Department of Transportation and Public Works**

Marketing & Communications  
Division 17th Floor  
c/o FPTA Marketing Awards  
Attention: Bobbie Crichton  
701 NW 1 Ct, Miami, FL 33136

**786-469-5384**

bclc@miamidade.gov

**REMEMBER...**

Transit agencies are limited to four (4) entries total.

No fee required to enter.

Deadline: Your entry must be received by **Monday, August 20, 2018 at 5 p.m.** Late entries will not be accepted.

CONTACT PERSON \_\_\_\_\_

TELEPHONE NUMBER (Area Code) \_\_\_\_\_

FPTA MEMBER NAME (Agency/Company) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE, ZIP CODE \_\_\_\_\_

E-mail Address \_\_\_\_\_

Check One:

Class 1 (Budget more than \$36 million)

Class 2 (Budget \$4 million to \$36 million)

Class 3 (Budget under \$4 million)

ENTRY CATEGORY \_\_\_\_\_

TARGET AUDIENCE \_\_\_\_\_

PROJECT COST \_\_\_\_\_

MEASURE OF EFFECTIVENESS \_\_\_\_\_

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## ADDITIONAL INFORMATION

**THANK YOU  
FOR YOUR ENTRY**

If additional space is required to complete this section, please type, print and attach sheets to this form.