

strategy statement

"Briefly" explain your entry in 50 words or less per question, please. This form may be photocopied. Three (3) copies of this Strategy Statement must accompany each TYPED entry form. Handwritten and / or incomplete forms will be disqualified and your entry fee, forfeited. Sorry, but no exceptions.

If no typewriter is available to you, then go to the www.ctam.com home page, click on "Visitors", then "Membership and Chapter Services" in the left-hand bar. Click on "Chapters" at the top of page. Scroll to the bottom of the "Chapters" page and click on the "Golden Palm Awards Entry Form" to pull up a copy of this brochure with rules and entry form. Download the blank entry form, complete the form and print out hard copies that you will then submit with your materials. (Entry forms must accompany materials, this is not an online entry process.)



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Entry Title: _____ Contact Phone#: _____
Contact Person: _____ Agency (if applicable): _____
Company Name: _____ System size (# of subs): _____

- Explain why your submission best fits into the Category & Division you have chosen.

justification statement

- What was the situation? What were your specific goals (who did you want to reach and what did you hope to accomplish)? Include your target audience.

objectives

- What were you trying to communicate? What was the thinking/planning behind your approach, or what makes your approach special, unique or different.

strategy

- What were the actual tactics (media, promotions, direct mail, etc.) you selected and why?

tactics

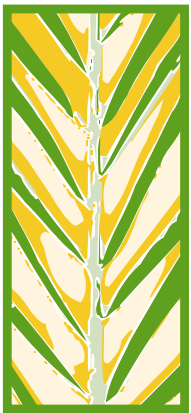
- How did the tactic(s) work in relation to your goals? How did you measure quantitative or qualitative results? If results are not yet available, how do you plan to evaluate the results?

results



Awards 2000

February 24, 2000



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rules for entry

I. Who can enter

- A. Any current member of CTAM of Southern California. Must be paid members as of December 1, 1999.

II. What is the cost of entry

- A. \$50.00 per entry. Non-CTAM of Southern California members must include a one time \$35.00 membership fee with their first entry.

III. When is the deadline for entry

- A. December 1, 1999 but write an earlier date in your day planner so you can get it done.

IV. What to enter

- A. Any direct to consumer Marketing piece used between November 1998 and November 1999.

V. Categories

- A. Non-subscriber Acquisition
 - 1. A marketing tactic created to gain new basic subscribers for the system.
- B. Upgrade
 - 1. A marketing tactic with the purpose of enticing current subscribers to add additional premium services or new product tiers (NPT), digital tiers, or interactive services that are not offered as part of basic services.
- C. Pay-Per-View
 - 1. A marketing tactic designed to promote and sell Pay-Per-View movies, sports, and/or special events
- D. Ethnic Marketing
 - 1. Any marketing tactic designed for the system's ethnic community for the purpose of acquisition, upgrade, PPV, retention, public/community relations or new business development.
- E. Retention
 - 1. Any marketing tactic designed to retain existing customers and/or service levels.
- F. Public/Community Relations
 - 1. Any marketing tactic designed to improve the public image of a cable system or to promote a specific public relations or community activity or event.
- G. New Business Development
 - 1. Any marketing tactic designed for the purpose of promoting or selling non-traditional cable services such as telephony and Cable Modems or High Speed Access (HSA).

VI. Divisions

- A. Systems with 60,000 subscribers or greater
- B. Systems with less than 60,000 subscribers
- C. Campaign/Multi-Tactic (two or more)
(Direct Mail, Radio, Print, Television, Outdoor, Other)
- D. Single Tactic
(Direct Mail, Radio, Print, Television, Outdoor, Other)

VII. Judging

- A. Will be done by a panel of judges made up from individuals representing major advertising and promotion agencies, marketing consulting, and a representative from the American Association of Advertising Agencies (AAAA).
- B. Three copies of the marketing piece or pieces and entry form are required for each submission.



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entry form

Tell us everything about your campaign in a thorough and absolutely typewritten way. (See back page if no typewriter is available.) Remember, a fully completed Entry Form and 3 copies of the Strategy Statement (on the back) must be submitted with each entry. Please make sure that your entries have been completed in accordance with the competition rules (see Entry Rules & Submission Information) and that you have selected the correct division and category. This form may be photocopied.

Please send entries to:
Home Box Office, 2049 Century Park East #4100, Los Angeles, CA 90067, Attn: Marina Grignetti

- Division (check one only):
 - ☐ Less than 60,000 subs / Single Tactic
 - ☐ Less than 60,000 subs / Multi Tactic (Campaign)
 - ☐ 60,000 subs or more / Single Tactic
 - ☐ 60,000 subs or more / Multi Tactic (Campaign)
- Category (Retention, Upgrade, etc.): _____
- Tactics Used: _____
- Entry Title: _____
- Contact Person: _____
- Contact Person: (signature): _____
- Contact phone Number: _____
- Contact Fax Number: _____
- Company name (as it should appear in entry credits): _____
- Company Street Address: _____
- City, State, Zip: _____

Entry Credits (include all that apply):

- Agency: _____
- System promoted by entrant (if entered by agency): _____
- Agency Street Address: _____
City, State, Zip: _____
Telephone: _____
- Key executives creating this entry (name and title as they should appear in Awards Program):

Each division entry: \$50.00
Current CTAM of Southern California member: ☐ Yes ☐ No, please include an additional \$35.00 for 12 month membership dues for CTAM of Southern California (one time only).

- Method of Payment (check one):
☐ Check enclosed ☐ VISA ☐ MC Card# _____
Exp. Date _____ Total Entry Fee \$ _____
Issued to (name as it appears on card) _____
Signature _____ Date _____

All entries become the property of CTAM of Southern California and may be used at a later date for CTAM meeting, conferences, publications, etc.



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