

# JCC Marketing & Communications Awards

JCCs of North America  
מרכזים קהילתיים יהודיים בצפון אמריקה



**biennial 2010**  
THE TOOLS JCCs NEED.  
**atlanta** MAY 2-5

Outstanding achievements  
in marketing and communications  
help JCCs of North America  
build meaningful Jewish community.

JCC Association's biennial  
Marketing & Communications Awards  
honor exceptional efforts  
in these fields, and hold them  
up as examples so that all  
JCCs may learn from them.

The creativity and resourcefulness  
embodied in these achievements  
serve as an inspiration to all  
of us, and embody the vitality  
of the JCC Movement.

# The awards.

## Icons

A small number of exceptional marketing submissions may be awarded **Icon** status. JCC Marketing Icons are entries judged to be groundbreaking service models on which other JCCs may base future marketing. Furthermore, they must be easily replicable by other JCCs, and likely to yield a clear and impressive return on investment.

Marketing Icons will be featured in a display at Biennial 2010, and certificates will be distributed at the Biennial. Icon award-winning entries will be shared on JCC Resources.

## Paragons

Marketing **Paragon** Awards will be given to recognize superior marketing efforts that break new ground for the JCC Movement, whether by embracing new marketing media or making exceptional use of traditional communications tools.

Marketing Paragons will be posted on the Biennial 2010 website, and certificates will be distributed at the Biennial. Paragon award-winning entries will be shared on JCC Resources.

## Kol HaKavod

**Kol HaKavod** Marketing Awards will be given to recognize outstanding submissions that add new and expanded marketing to their JCCs. JCCs will receive written acknowledgement of these awards, and certificates will be distributed at Biennial 2010.

# The categories.

## campaign categories:

- marketing plan
- integrated marketing campaign (must use a variety of media)
- brand implementation strategy
- Search engine optimization (SEO) strategy
- direct marketing campaign (print, electronic, mixed)
- data maintenance and usage
- cross-selling JCC programs & services campaign
- social networking campaign
- e-commerce/merchandizing campaign
- environmental/paperless marketing campaign
- PR campaign

## individual marketing piece categories:

- annual report (print or electronic)
- blog
- e-newsletter
- environmental signage in the JCC and/or grounds
- flyer
- print advertising
- print collateral materials
- program guide (print or electronic)
- TV/radio spot
- use of Facebook
- use of Twitter
- use of user-generated content
- use of video
- viral/word-of-mouth promotion
- web advertising
- website

# The criteria.

## Strategic excellence

Great marketing follows great thinking. How did you:

- determine a target audience
- hone your message to the target audience
- choose the right channels to best reach your audience
- position the JCC in a unique way, providing meaningful differentiation from the competition

## Design excellence

Visual clarity and expression are more important than ever, as we increasingly scan our media for information. Where applicable, entries will be judged for quality of presentation, imagination, innovation, and creativity.

## Editorial excellence

Words are the most important building blocks of the information age. Do your communications employ: engaging language, consistent brand voice, dynamic headings and expressive text, translation of Hebrew, etc?

## Effectiveness

Extent to which the material achieved its goals. Please include as many metrics as possible, including but not limited to:

- return on investment (ROI): based on time and budget resources
- number of conversions
- attendance numbers
- clicks
- number of interactions (particularly in social media communications)

## Jewish presence

Extent to which the material presents the JCC as a distinctly Jewish space, embodying and promoting Jewish values (where applicable).

## Branding

Extent to which the material employs principles of good branding (including use of the JCC Movement brand) such as, but not limited to:

- projecting the brand identity of the JCC (where applicable)
- upholding the JCC's brand promise
- using consistent brand identifiers (brand badge, logo placement, etc)
- maintaining easily recognizable consistency in look & feel and voice

# How to enter.

You **must** enter online at [biennial.jcca.org/awards](https://biennial.jcca.org/awards)

## Include the following information for each entry:

- name of JCC
- JCC budget size
- person submitting
- e-mail
- telephone
- volunteer chair (if applicable)
- category entered
- title of entry
- brief synopsis (max. 100 words) of the campaign or piece

## Present your case for each entry:

The e-registration form will ask you for information on the following topics regarding your entry. Please answer all applicable sections fully, but concisely:

- goals of the campaign or individual marketing piece
- strategic thinking behind the campaign or individual marketing piece
- Jewish content (if applicable)
- target audience
- research
- budget (all budget information is held strictly confidential)
- time period of campaign or tactic
- evaluation of success/results/ROI

## Please note:

- Each JCC, YM-YHWA, or camp may submit **up to three entries**.
- Only JCCs, YM-YWHAs and JCC camps affiliated and in good standing with JCC Association are eligible to enter.

## For each entry:

- enter all submissions online at [biennial.jcca.org/awards](http://biennial.jcca.org/awards)
  - provide information in all fields of electronic submission form
- NOTE: Be sure to save a copy of your electronic submission form for your records!**
- upload relevant electronic files with your submission
  - mail additional supporting materials if necessary, as follows

## For mailed materials:

- remember to enter online first and submit an electronic submission form, even if you're not uploading any electronic files
- include a printed copy of your electronic submission form with your mailed materials
- mail materials—with printed form—to:

JCC Association - Biennial 2010  
Marketing & Communications Awards  
520 Eighth Avenue - 4th Floor  
New York, NY 10018

All entries should be made online at [biennial.jcca.org/awards](http://biennial.jcca.org/awards) by December 1, 2009. Any mailed supporting materials must be postmarked by December 1, 2009.

# FAQs

## Who will be judging my entries?

JCC Association marketing staff. Your entries will be held in strict confidence.

## How many entries may I submit?

Each JCC, YM-YHWA, or camp may submit up to three entries.

## How can I make sure you have received my entries?

Confirmation emails will go out by December 31, 2009. If you do not receive a confirmation by December 31, 2009, please e-mail [mktg@jcca.org](mailto:mktg@jcca.org).

## When and how will the winners be announced?

Winners will be notified in late January and honored in May at Biennial 2010 in Atlanta.



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[www.jcca.org](http://www.jcca.org)

Alan P. Solow  
**Chair**

Allan Finkelstein  
**President**

Marvin Gelfand  
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Robin Ballin  
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