





2021 Golden Trumpet Awards - Tips

Your stunning campaign will not become an award winning campaign without including the basics for a successful entry. Follow these tips in order to increase your chances of shining like gold.

-  Select the most appropriate category.
-  Create a descriptive title of no more than five words for your entry.
-  Write a 20-25-word summary of the program.
-  Describe the program in a Narrative of 1,000 words or less. Organize the Narrative in sequence to respond to these judging criteria:

- Research used in order to identify objectives and strategy. Clearly state objectives of the program in this section

- Techniques used to attain objectives

- Creativity

- Measurable Results

- Your Narrative should include a program budget of out-of-pocket and production expenses required to prepare and implement the entire program. Salaries and fees for PR services do not need to be included.

- Include documentation that shows the creativity, scope and results of the project. Supporting documents may include publications, media clips, video, research plans/reports, and other relevant advertising materials.