



67th Golden Trumpet Awards - Entry 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 using about 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
- 🎺 Consider organizing 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. While you can cite confidentiality for your entry, a low campaign budget with extraordinary results will help your cause.

-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. These can be linked in the 'Related Websites' area and the 'Related Websites' can be for docs with links.