

## CORPORATE IDENTITY AWARD

### Fillable Application Form

**Award Description:** Recognizes a corporate identity, brand refresh, or rebrand effort that demonstrates clear strategy, strong execution, measurable results, and meaningful business impact.

**Conference Connection:** This form uses the SMPS SERC 2027 Make Waves theme to reinforce creative positioning, fresh influence, and measurable outcomes in A/E/C brand development.

### Eligibility

- Open to A/E/C firms and in-house A/E/C marketing teams affiliated with an eligible SMPS regional chapter.
- Eligible entries include a new corporate identity, brand refresh, or rebrand substantially developed or launched during 2025–2026.
- Entries must demonstrate clear strategy, professional execution, measurable results, and meaningful business impact.
- The entry must be original work (not produced using AI) created by the submitting firm's internal team or by an external consultant or agency on the firm's behalf. External partners should be identified in the application.
- Previously submitted work may not be reentered unless the submission reflects a substantially new phase, strategy, or implementation.
- Entries may represent firmwide initiatives or initiatives developed for a distinct office, practice, market, subsidiary, or affiliated brand.
- The submitting firm must have the rights or authorization necessary to submit all materials included in the entry.
- Eligible SMPS chapter affiliation.

*Eligible regional chapters include Alabama, Atlanta, Charlotte, Central Florida, Nashville, North Florida, Palmetto, Research Triangle, South Florida, Tampa Bay, and Virginia.*

### Submittal Requirements

- **Attachments:** Submit up to five supporting items. Examples may include branding materials, campaign assets, website links, videos, and social media examples.
- One letter of recommendation demonstrating accomplishments outside the candidate's (team's) normal scope of work that are worthy of distinction. Letter must be from a C-Suite level leader of organization (firm).

## Section 1 – Entry Information

|                       |        |
|-----------------------|--------|
| Firm Name             |        |
| Office Location       |        |
| Contact Person        |        |
| Contact Email / Phone |        |
| Campaign Title        |        |
| Campaign Dates        |        |
| Entry Type            |        |
| Primary SMPS Chapter  | Select |

## Section 2 - Application Narrative

**Executive Summary.** *Summarize the campaign at a high level.*

- Business challenge
- Goals
- Audience
- Major tactics
- Results

*Response guidance: up to 250 words. Provide a concise overview that previews the strategy, execution, and measurable outcomes.*



**Business Challenge.** *Describe the market or organizational need that prompted the identity work. Provide example(s) of how you determined existing market perception and how you approached rebranding to meet your desired outcome.*

- Existing market perception
- Need for rebranding or refresh
- Competitive environment
- Desired outcomes

*Response guidance: up to 500 words. Explain the challenge clearly and connect it to business goals.*

**Objectives.** *List 3-5 measurable objectives. Objectives should be clearly defined, measurable, and supportive of business goals.*

| Objective | Metric / Target | Business Goal Supported |
|-----------|-----------------|-------------------------|
|           |                 |                         |
|           |                 |                         |
|           |                 |                         |
|           |                 |                         |
|           |                 |                         |





**Strategy & Execution.** *Describe how the identity work was developed and launched. Strategy should demonstrate thoughtful research and align with audience needs. Execution should be consistent across channels and professionally produced.*

- Research completed
- Audience segmentation
- Brand positioning
- Messaging strategy
- Tactics utilized

*Response guidance: up to 750 words. Emphasize the thinking behind the campaign and how execution remained consistent across channels.*



**Measurable Results.** *Provide results for the objectives listed above. Results should be supported by data and directly connected to objectives.*

- Website traffic
- Social engagement
- Media coverage
- Recruiting metrics
- Lead generation
- Brand awareness studies

| Objective Reference | Result / Data Point | Outcome / Insight |
|---------------------|---------------------|-------------------|
|                     |                     |                   |
|                     |                     |                   |
|                     |                     |                   |
|                     |                     |                   |
|                     |                     |                   |

**Impact Statement.** *Describe why the campaign deserves recognition. Impact should demonstrate meaningful business value.*

- Long-term impact
- Lessons learned
- Why the campaign deserves recognition

*Response guidance: up to 250 words. Focus on lasting business value and relevance to the A/E/C industry.*

**Required Attachments** *(maximum of 5 items. Examples include branding materials, campaign assets, websites, videos, and social media.)*

## Evaluation Reference

For applicant awareness, judges will evaluate objectives, strategy, execution, results, and impact. Strong entries should clearly connect the identity work to measurable business goals and demonstrate meaningful value.

| Criteria                      | Points     |
|-------------------------------|------------|
| Business Challenge            | 10         |
| Objectives                    | 15         |
| Strategy & Research           | 20         |
| Messaging & Brand Positioning | 15         |
| Creative Execution            | 15         |
| Results                       | 20         |
| Impact Statement              | 5          |
| <b>Total</b>                  | <b>100</b> |