

# How to Win CHC Gold Leaf Awards

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W E I S E  
COMMUNICATIONS

## Evaluate the relevance of the entry

This is a COMMUNICATION competition, not a design/photography competition. You have to show the goals of the project and the results. If you can't, you will be judged accordingly and because scores are tight, deductions hurt.

## Don't get lazy

If you are entering multiple campaign elements you have to justify EACH ELEMENT you submit. You can't just copy and paste the results of a campaign that included radio, outdoor and TV as the results for one print ad.

## Expect to put time in

Start early, you can't get multiple entries done in one day if you intend to do them right. If you don't intend to do them right, don't bother, because you won't win. Decide what you can honestly manage financially and based on time available to prepare the entries.

## Focus on the write-up

75 – 80 percent of what the entry is scored on comes directly from the summary. Again, this is a communication competition, so even if the creative is amazing, without the well-written summary, judges won't know the background information upon which to base your scores. If all you have is the fabulous creative and you don't have the data to back-up the program, then consider entering the creative in a design or advertising competition.

## Follow the rules

If you don't follow the rules, judges can disqualify the entry for not being submitted correctly. Pay attention to the details in the Call for Entry. If you have a question, get clarification. Not sure if your event qualifies as one-time or ongoing? Ask the committee. They can help you determine the category that fits your entry. And, just as judges reserve the right to disqualify an entry, they can also re-categorize it.

## Do your research

Not all pieces have quantifiable results. So if you can't tie an annual report back to 250 percent increase in online donations, what can you tie it to? Interview stakeholders, evaluate ROI based on cost per production, figure out what results you do have and how these are linked to the overall goals of the project.

## Don't overwhelm judges with irrelevant information

Yes, you can submit up to a two-inch binder. Yes, you can include every newsletter and TV clip. Yes you can include testimonials ad nauseum – but do you need to? No. Only include the most important information. For PR clips, consider including one or two of the best TV and radio interviews and a list of all the hits. For research, provide the executive summary of the research conducted, not the entire analysis.

## Read and learn from the judges' comments

Some of the judges' comments are real nuggets of great information. Learn from them for your next campaign or your next competition.

## Reap the benefit of your award

Winning an award in a competition like this makes your team feel good and is great for your resume. It can help you land a new job or get new clients. Be proud of any award you receive, brag about it, and constantly strive to do work that is competition worthy.

**Tracy Weise** is president at **Weise Communications, Inc.**, and integrated agency offering marketing, PR and advertising solutions in traditional, new and emerging media. With more than a decade of experience in health care communications, and the trophies to accompany the work, our accolades speak of our planning, results and great creative. Our ideas move people. What can our great ideas do for you?