

International AME Awards: 2013 call for entries

NEW YORK, US: Now in its 19th year, the [AME Awards](#) the World's Best Award for Advertising & Marketing Effectiveness has announced its 2013 competition call for entries.



Alisun Armstrong, AME's recently appointed executive director, unveiled strategic updates designed to enhance the 2013 competition and expand AME's global footprint. Updates include a streamlined entry process, sleek new website design, revised entry fee structure, and a roster of new competition [categories](#) that mirror trends in the constantly evolving advertising and marketing industry. New categories include: Sports Promotion, Branded Entertainment, Ebooks, Games, Pop-up-Stores, Tablets, Low-budget, Collateral and Print, and a new category group Social Benefit.

The Social Benefit categories concentrate on campaigns that benefit a charity's brand or initiatives and contribute to the greater good. These categories will showcase advertising and marketing campaigns promoting peace, human rights, and social consciousness as well as a commitment to planetary stewardship. Categories include Civic/Social Education, Environmental Issues, Philanthropic Appeals, Promotion of Peace/Human Rights, and Promotion of Health & Human services.

2013 - a year of change

"2013 will see dynamic changes for the AME Awards. Our careful evaluation of the competition and monitoring of evolving trends in the industry have led to multi-faceted changes strategically crafted to best showcase the creative and effective marketing and advertising work of today," commented Armstrong.

The 2013 AME Awards marks the inaugural call for entry season for Armstrong, who joined the competition mid-season last year. A consummate marketing maven, Armstrong's most recent position was senior marketing copywriter for Kaplan Test Prep. Her previous role marketing the brands of AME's parent company, International Awards Group, casts her as the perfect candidate to spearhead strategy for the AME brand.

In addition to managing all facets of the AME Awards, Armstrong will assemble the 2013 AME Grand Jury from amongst the

most respected advertising and marketing minds around the globe.

The AME Grand Jury comprises interactive and multidisciplinary marketers, media planners, strategy directors, social media experts, and creatives. Jury panels award Gold, Silver, and Bronze to the highest scoring entries in each category. All Gold winning work from all regions is judged by the international Grand Jury to determine a Platinum Award for each of the five regions (North America, Latin America, Europe, Middle East & Africa and Asia Pacific) and the International Grand AME Award.

In 2012, AME's [Grand Jury](#) presented Abbot Mead Vickers BBDO, England the AME Grand Award and AME Regional Platinum Award for Europe. Grey Melbourne earned the distinction for Australia/Asia-Pacific; Lowe & Partners, Columbia for South America; and Proximity Canada for North America. In addition, 11 Gold AME Awards, 15 Silver, and 12 Bronze Awards were awarded to entries received from 27 countries worldwide. See the winners at: <http://www.ameawards.com/winners/2012/>.

The AME Awards enhanced scoring process improves the accuracy of each judge's score by evaluating entries with four specific criteria weighted by importance: Challenge/Strategy/Objectives - 20%; Creativity - 25%; Execution - 25%; and Results/Effectiveness - 30%. Entries are first scored in regional rounds by jurors with specific knowledge of that particular market to assess their cultural and economic relevance. The final rounds are seen by the full international jury.

The International AME Awards for Advertising and Marketing Effectiveness receives entries from over 30 countries. Since 1994, the AME Awards has honoured award-winning campaigns from all over the world that successfully demonstrate groundbreaking solutions to challenging marketing problems.

The deadline to enter the 2013 AME Awards is 22 October 2012. [Entry details](#) and competition [rules and regulations](#) can be found on the AME website, www.ameawards.com.

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