

2010

Automotive Communications Awards

Sponsored by the Car Care Council Women's Board and the Automotive Communication Council.

The Car Care Council Women's Board and the Automotive Communication Council applaud those companies and agencies that provide automotive information to consumers and the trade professionals who interact with them on a daily basis. Whether it be through outstanding advertising, marketing, merchandising and/or effective PR, these two organizations would like to recognize their efforts through the Automotive Communications Awards competition.

The Car Care Council Women's Board is comprised of professional men and women who are dedicated to getting information to female audiences concerning educating women about car care and encouraging young people to investigate "automotive" as their career choice.

The Automotive Communication Council (ACC) is a national, non-profit organization comprised of marketing professionals engaged in public relations, advertising, branding and other communication practices for automotive aftermarket companies. ACC provides a networking forum for the exchange of ideas, information and resources about issues, challenges and trends impacting companies and organizations throughout the aftermarket industry.

New this Year!

Social Media: Categories for social media efforts have been added to both Business to Consumer and Business to Business sections. Highlight your use of Facebook, Twitter, blogs or other social media platforms in automotive marketing and communications.

Show Us Your Wheels: Teens, show us your wheels and win an iPod! The Car Care Council Women's Board wants to know why you are passionate about your vehicle and how you maintain it. Entries should be submitted via YouTube link and must be no longer than three minutes. There is no charge for entries and the deadline is Friday, October 1, 2010. The winner will receive an iPod and have their video posted on the Women's Board Web site.

Awards and Presentations

The awards presentation will be held during the Women's Board reception on Nov. 2, 2010 during Automotive Aftermarket Industry Week in Las Vegas. Two best-in-show (B to C and B to B) awards will be announced and presented during the reception!

Eligibility

Any client, agency or supplier who has produced automotive advertising, marketing, merchandising and/or PR efforts targeted to consumers or the trade are eligible. All entries must be produced and/or implemented between January 2009 and November 2010.

Easy to Enter

Please do not submit actual printed pieces. **All entries must be submitted in PDF, jpg, mpeg, wmv or mp3 electronic format.** Please be sure that you send an entry form or a photocopy of the form with each entry. Please be sure that you send an entry form or a photocopy of the form with each entry. If you have any questions, call 301-654-6664.

Entry Fees

Entry fees are \$145 for the initial entry and \$95 for each additional entry. Please make check payable to CAR CARE COUNCIL WOMEN'S BOARD.

Deadlines

Friday, Sept. 3, 2010 for ACA entries and Friday, October 1, 2010 for Show us Your Wheels entries.

Entry Form

2010 Automotive Communications Awards
Please submit one form per entry. Copies of the form will be accepted. All sections must be completed to qualify.

DEADLINE: FRIDAY, SEPT. 3, 2010

Entry Categories (Check one)

BUSINESS-TO-CONSUMER AWARDS

SPONSORED BY THE CAR CARE COUNCIL

WOMEN'S BOARD

- 101. Television commercial(s)
- 102. Radio commercial(s)
- 201. Print/electronic ad
- 202. Direct mail piece or campaign/newsletter
- 203. Magazine article
- 204. Educational article
- 205. Video news release
- 301. Brochures, booklets, handouts
- 302. Special promotions and promotional events
- 303. Car care clinics
- 304. Posters and signage
- 305. Public relations efforts
- 401. Web site
- 501. Other
- 502. Social media efforts

BUSINESS-TO-BUSINESS AWARDS

SPONSORED BY THE AUTOMOTIVE

COMMUNICATION COUNCIL

- 601. Ad campaign to distribution/retail audience
 - 602. Ad campaign to technician/repair audience
 - 603. Ad - best use of graphic (to either distribution/retail or technician/repair audience)
 - 604. Ad - best use of copy (to either distribution/retail or technician/repair audience)
 - 605. Corporate image campaign
 - 606. Co-op/partnering campaign
(to either distribution/retail or technician/repair audience)
 - 701. Training materials
 - 801. Magazine article - technical
 - 802. Magazine article - general market/special interest
 - 803. Magazine article - news
 - 901. Newsletter to customer or "external" audience
 - 902. Logo design/usage
 - 903. Web site
 - 904. Merchandising
 - 905. Special promotion and/or promotional event
 - 906. PR effort
 - 907. Packaging
 - 908. Social media efforts
- ### SPECIAL AWARDS
- 909. Best application of "Be Car Care Aware" campaign/logo
 - 910. Best support of Right to Repair
 - 911. Show Us Your Wheels

Entry Information

Check one: Business-to-Business Business-to-Consumer

Category Number Category Name _____

Headline/Title of Entry _____

Advertiser _____

Name of Person Responsible for Entry _____

Company Name to be Shown on Award (if won) _____

Mailing Address _____

City • State • Zip _____

Phone • Fax _____

E-mail _____

Agency Name (if applicable) _____

Agency Contact _____

Address _____

City • State • Zip _____

Phone • Fax _____

E-mail _____

Payment Information

Number of entries: Business-to-Business Business-to-Consumer

Enclosed Fee \$ _____ (n/a for Show Us Your Wheels entries)

Check enclosed (ALL made payable to CAR CARE COUNCIL WOMEN'S BOARD)

Visa MasterCard AmEx

Card Number _____ Exp. Date _____

Name on Card _____ Sig _____

Release Information

Grant of rights to publish your entry (entries) in Car Care Council or Automotive Communication Council publications or exhibiting entries in magazine, book or electronic form.

Signature _____

Submission Information

Automotive Communications Awards • Attn: Beatrice Livioco

7101 Wisconsin Ave., Suite 1300 • Bethesda, MD 20814

beatrice.livioco@aftermarket.org • <http://women.carcare.org>

p. 301-654-6664 • f. 301-654-3299 • e. beatrice.livioco@aftermarket.org.

The Fine Print

Entry fees are \$145 for the initial entry and \$95 for each additional entry. Show Us Your Wheels entries are at no charge. Multiple entries should be combined on one check. Please make ALL checks payable to CAR CARE COUNCIL WOMEN'S BOARD. Payment by credit card is also accepted. Judges have the right to move entries to more appropriate categories if necessary. Any client, agency or supplier who has produced automotive aftermarket advertising, communications, PR and/or marketing materials is eligible. All entries must be based on current year marketing, advertising, PR or communications campaigns. Please be sure to fill out the entry form completely. One form per entry. All entries must be submitted ONLY in PDF, jpg, mpeg, wmv or mp3 format. Please be sure that you send an entry form or a photocopy, along with a paragraph description, of the form with each entry. ENTRIES WILL NOT BE RETURNED.