

WHO CAN ENTER?

Financial institutions, including:

- Bank Holding Companies
- Commercial Banks
- Credit Unions
- Mutual Savings Banks
- Thrift Institutions

Service providers, including:

- Advertising Agencies
- Designers
- Direct Mail Companies
- Marketing Agencies
- Printers
- Publishing Firms
- Audio/Visual Companies
- Display Fabricators
- Graphic Arts firms
- Outdoor Advertising
- Public Relations Firms
- Web Design Firms

ANY of the aforementioned may enter work. Work appearing in Pennsylvania, New Jersey and Delaware is eligible for consideration. Membership in the American Bankers Association *is not required* for entry.

AWARDS CATEGORIES

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DIVISION BY BANK SIZE

In order to fairly compare each entry to its peers in terms of investment and effectiveness, the following divisions are used, based on bank asset size:

- Division A: Up to \$250 million
- Division B: Between \$251 and \$500 million
- Division C: Between \$501 million and \$1 billion
- Division D: Above \$1 billion

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CLASSIFICATION BY TARGETED BUSINESS

You may enter multiple submissions within a category and as many categories as you wish. All entries must have been published, displayed, mailed or broadcast at some time between January 1, 2005 and December 31, 2005. Use may have also occurred before or after that time, so long as it also ran in the designated time period.

Each entry must be identified as being submitted under one of the four Category Classes:

1. Retail/Consumer
2. Business-to-Business
3. Branding/Image
4. Other

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CATEGORY BY MEDIA

Awards are given within each of the following categories:

A. Print

Any size advertisement in a commercially printed publication. Black and white or color. Proofs or photographic reproductions are acceptable.

B. Radio

Any single radio spot or campaign, limited to a total of three spots maximum. Entries on cassette or CD. No syndicated spots considered.

C. Television

Any single television spot. Entries on VHS tape or DVD. No syndicated spots considered.

D. Direct Marketing

Any mailed piece used to promote or explain a service or product, generate a lead, inquiry, or direct order, or build measurable traffic. Submit actual sample. No syndicated items considered.

E. Campaign

Each campaign entry must consist of at least two separate, same-medium elements. No syndicated items will be considered. *Campaigns are subject to the Campaign entry fee.*

F. Mixed Media Campaign

Each entry must consist of at least three but no more than six separate elements from at least two different media. No syndicated items will be considered. *Campaigns are subject to the Campaign entry fee.*

G. Sales Promo/Internal Marketing/Sales Center

Collateral items of a sales nature, including brochures, lobby posters, banners, buttons, counter cards, and point-of-purchase materials (such as sales and new account kits, flip charts). Actual pieces should be submitted. If actual piece is larger than 22" x 28", submit a photographic reproduction. Internal employee promotions qualify.

H. Outdoor

Submit either glossy photo or miniature reproduction of outdoor display. Actual posters and placards should not be submitted.

I. Publications

This category covers newsletters, published pieces and reports to employees, customers and stockholders (Annual Reports). Submit entire piece or if larger than 22" x 28" a photographic reproduction. No syndicated items will be considered.

J. Internet

A website address to an active server (active by Internet connection between March 1 and 30, 2006) must be provided together with a written summary of the primary objectives (e.g. branding, loan applications, etc.). Written summary must include web traffic measures (site hits) and qualified leads. Banner ads, including unique links, will also be considered. Promotion of the website address should be considered as part of the media utilized.

K. Public Relations

Your entry should describe the bank's goal, approach, activities and outcomes. Submission must document the initiative's success with print media clippings, video clips or other pertinent measurable results including the set goal and how it was achieved.

If you submit the same entry for consideration in multiple categories, you must submit copies of the piece for each entry, as well as entry forms for the correct categories.

SUBMISSION REQUIREMENTS

Written Description

Each entry must include a copy of the entry form (duplicates accepted) and a written description including the stated Marketing Objectives, Target Audience and Quantitative Results.

Each entry must include form and written description attached to the back of *each entry* (entries with multiple pieces may have the form and written description attached to the back of the first piece and a copy of the form with notation (1/4, 2/4, etc) on the remaining pieces.

All submissions should be mounted to back board for presentation purposes at the awards evening.

Entry Fees	Chapter Member	Non-Member
First entry	\$100	\$125
Additional entries	\$75	\$100
Campaign	\$125	\$150

Make checks payable to "Penn-Jer-Del Chapter ABA".
Fees must accompany submissions.

For entry form examples and more entry forms,
please visit www.aba-pennjerdel.org/aba/pages/eureka/entryforms.htm

SUBMISSION DEADLINES

All entries must be received no later than March 21, 2006.

Mail or deliver entries to:

Eureka! Awards
c/o Gary Zenker
First Financial Bank
100 East Lancaster Avenue
Downingtown, PA 19335

2006 Eureka! Committee

Abby Siegel-Greenberg - Philadelphia Business Journal
Amy Hartenstine - Fulton Financial Corporation
Heather Hartley - Fulton Financial Corporation
Brian Maguire - DNB First
Matthew Roberts - MJRC, Inc.
Gary Zenker - First Financial Bank

2006 Eureka! Awards Entry Classification Form



Financial Institution _____ Assets _____
Address _____
Contact Name _____
Agency _____
Creative Team _____
Address _____
Contact Name _____

Division:

Under \$250 million \$251-\$500 million \$501 million-\$1 billion Over \$1 billion

Class:

Retail/Consumer Business to Business Branding/Image Other

Category:

Print Radio Television Direct Marketing
 Campaign Mixed Media Sales Promo /Internal Marketing/Sales Center
 Outdoor Publications Internet Public Relations

ALL ENTRIES MUST INCLUDE THIS ENTRY FORM AND A WRITTEN MARKETING SUMMARY
Go to www.aba-pennjerdel.org/aba/pages/eureka for e-forms and sample written entry