

2008 OCMA Promotion Display Competition Awards

Monday, October 6, 2008

Welcome to OCMA's opportunity to reward and share our Commitment to Excellence through the:

2008 OCMA Promotional Display Awards Competition

Special Thanx to Judges

Judges:

- Mike Gorsich – Times Reporter
- Rob Jenney – Findlay Courier
- Ken Weitzel – Akron Beacon Journal
- Carol Huddleston – Columbus Dispatch
- Dan Lias – Akron Beacon Journal

Judging based on Concept, Creativity, and Overall Effectiveness.

Enhanced format for this year. Fifth year for the electronic format. This makes the entry process less demanding of resources, and created opportunities for a cleaner, clearer, presentation CD that is available for ALL OCMA members and attendee of the conference.

Hopefully each visitor has taken the opportunity to view the presentations, which have been on display throughout the conference. Copies of the full presentation are available. If you don't have one yet, see me and I'll arrange one for you.

The objective of the competition is to allow a forum where valuable ideas that have worked for your papers can be shared with fellow members of the OCMA to benefit everyone. Therefore, even before announcing the award achievers, we all are winners.

This year's awards will be presented by Category and Newspaper size (under 50K Circ and Over 50K Circ). Achievers will be "Best in Category" and Runner Up in Category".

Let's begin with :

Carrier Promotion

- Under 50K – No entries
- Under 50K – No entries
- Over 50 K – Runner Up in Carrier Promotion – “Pot O’ gold” – **The Cleveland Plain Dealer**
- Over 50L – Best in Carrier Promotion – “Lock in The Savings” – **The Toledo Blade**

Carrier Recognition

- Under 50K – Runner Up in Carrier Recognition – “Carrier’s Courier” – **The Findlay Courier**
- Under50K – Best in Carrier Recognition – “Service Incentive” – **The Willoughby News - Herald**
- Over 50K – Runner Up in Carrier Recognition – “International Carrier Day” – **The Toledo Blade**
- Over 50K – Best in Carrier Recognition – “Snowed Over By Carrier Service” – **The Akron Beacon Journal**

Single Copy Merchandising

- Under 50K – Runner Up in Single Copy Merchandising – “1st Anniversary Flood Editions” – **The Findlay Courier**
- Under 50K – Best in Single Copy Merchandising – “Hotel Program” – **The Findlay Courier**
- Over 50K – Runner Up in Single Copy Merchandising – “Treasure Hunt” – **The Toledo Blade**
- Over 50K – Best in Single Copy Merchandising – “Chips and Ice Cream For A Year” – **The Cleveland Plain Dealer**

Direct / Target Marketing

- Under 50K – Runner Up in Direct / Target Marketing – “Hancock County Fair” – The Findlay Courier
- Under 50K – Best in Direct / Target Marketing – “Old Man Winter – We Deliver!” – The Willoughby News - Herald
- Over 50K – Runner Up in Direct / Target Marketing – “Ride to Read (Harley Contest)” – The Toledo Blade
- Over 50K – Best in Direct / Target Marketing – “IHOP Ongoing Promotions” – The Cleveland Plain Dealer

Subscription Retention

- Under 50K – Runner Up in Subscription Retention – “\$25 Convert Contest” – The Findlay Courier
- Under 50K – Best in Subscription Retention – “Subscriber Amortization” – The Findlay Courier
- Over 50K – Runner Up in Subscription Retention – “Missing You Greeting Card” – The Cleveland Plain Dealer
- Over 50K – Best in Subscription Retention Guaranteed Delivery Campaign” – The Toledo Blade

Newspaper in Education

- Under 50K – Runner Up in Newspaper In Education – “Johnnycake Jog 2008” – The Willoughby News - Herald
- Under 50K – Best in Newspaper In Education – “NIE Garage Sale” – The Findlay Courier
- Over 50K – Runner Up in Newspaper in Education – NIE Vacation Donation Program” – The Toledo Blade
- Over 50K – Best of Newspaper in Education – “Globetrotters NIE Fund-raiser and Contest” – The Cleveland Plain Dealer