

# WELCOME

## 2011 SEDC Communications Awards



# SEDC

Southern Economic  
Development Council

CONNECT • DEVELOP • GROW



## Judging Criteria for General Entry Awards

*All General Entries were judged according to these criteria:*

1. Graphic Appeal
2. Clarity of Message
3. Quality of Information
4. Positioning / Differentiation
5. Format

## *Judging Criteria for Multi –Media and Web Site Awards*

*All Audio Visual Entries will be judged according to these criteria:*

1. Appearance/Visual Integrity
2. Clarity of Message
3. Message–Does the message have impact?
4. Execution–How well were the concept and message packaged?
5. Concept–How clever or unique is the concept/idea?



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# Best of Class Small

(Budget level under \$200,000)

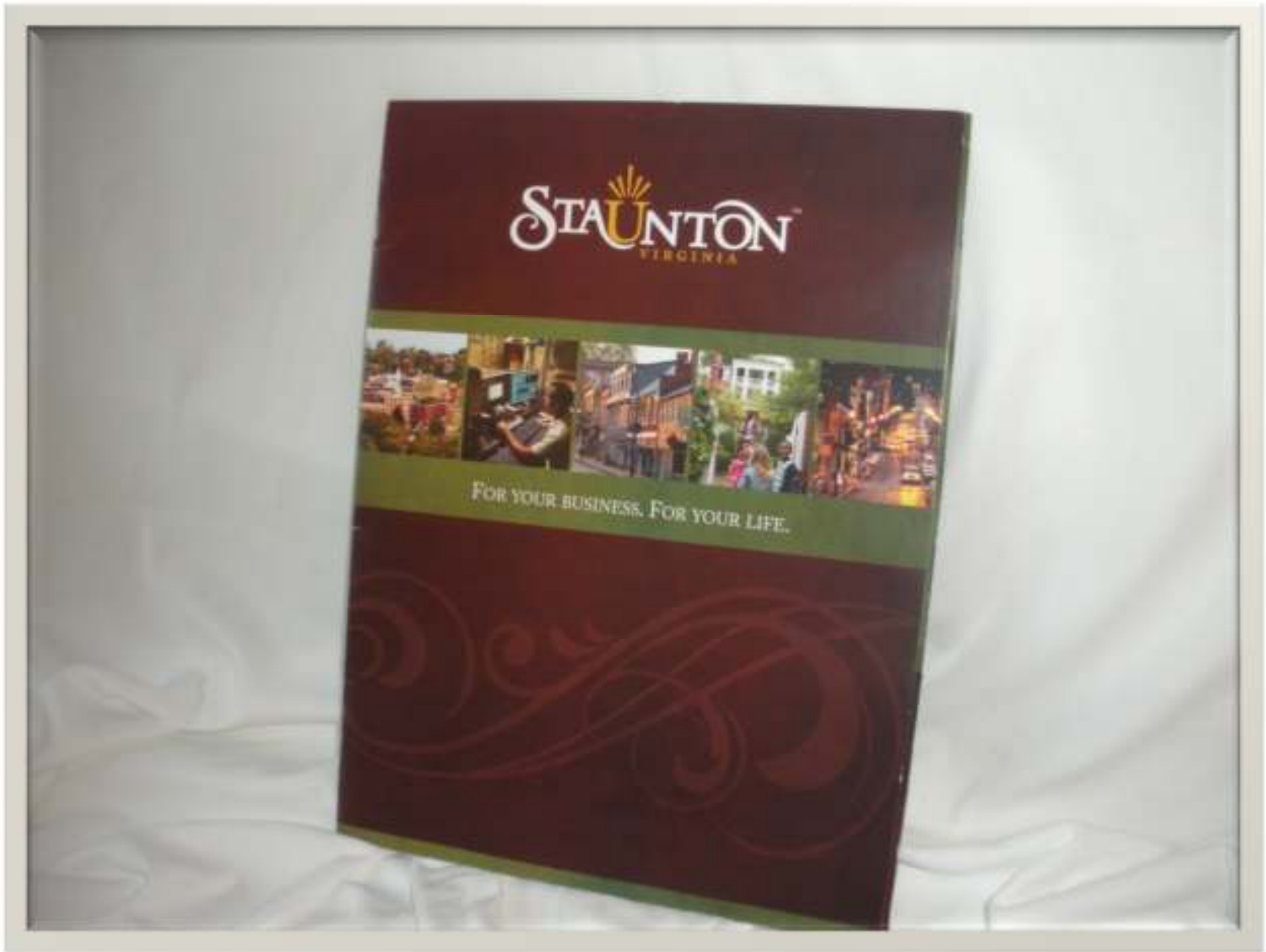


General Purpose Brochure

*“Staunton Economic Development Quality  
of Life/Attraction Booklet”*

**City of Staunton, (VA)**

**Department of Economic  
Development**







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# Best of Class Medium

(Budget level 200,000–\$500,000)





Overall Marketing Campaign

*“New Braunfels Medical Device Campaign”*

**Build New Braunfels (TX) ED**

To view the personalized video for James Corcoran, go to:  
<http://www.jamescorcoran.buildnb.com>

**300 days of sunshine each year and  
even more reasons to do business in  
New Braunfels, TX.**



Hello James. Please click play to learn more:





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# Best of Class Large

(Budget level over \$500,000)



Annual Reports

*“Baton Rouge Area Chamber 2010 Annual Report”*

**Baton Rouge Area Chamber**









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# Best of Class State





Thinking Outside the Box

*“I Want to Be an Engineer”*

Oklahoma Department of  
Commerce

The video can be viewed on YouTube–

<http://www.youtube.com/watch?v=3wqzOqID0eA>



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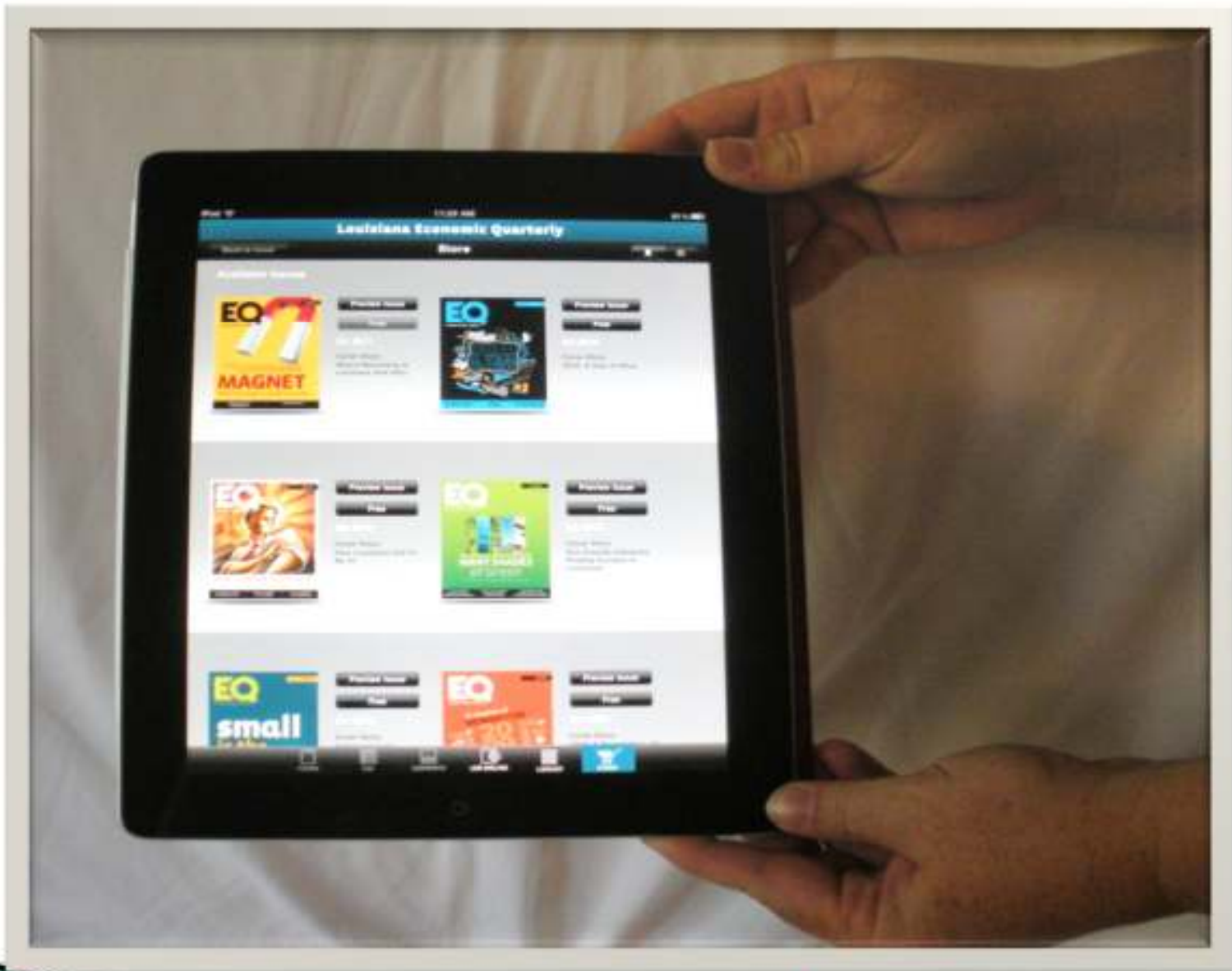
# Special Judges Award For Thinking Outside the Box



Web Sites/Other  
*“EQ for iPad”*

# Louisiana Economic Development





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# Special Judges Award For Creativity



Special Events

*“Team Mississippi Blues Road Trip  
Invitation”*

Mississippi Development  
Authority









**TEAM MISSISSIPPI  
BLUES ROADTRIP**

**SEPTEMBER 14-17**

PRODUCED BY TEAM MISSISSIPPI RECORDS

Mississippi Delta  
BLUES JOURNEY

2010MS

**EXPERIENCE THE BIRTHPLACE OF THE BLUES**

Don't Just Read About It - Live It!  
Juke Joints & Live Entertainment. Haute Cuisine To Hot Cuisine.  
Chic To Shabby. Dive In To An Unforgettable Experience.

For more information or to reserve your spot on this  
blues journey, contact Elizabeth Biange  
at 601-254-2984 or [teamms@mississippi.org](mailto:teamms@mississippi.org)  
To sign up online, visit  
[Team-Mississippi.org](http://Team-Mississippi.org)



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# Special Judges Award For Exceptional Media Coverage



Special Events

*“Revenge Grapes of Wrath”*

Oklahoma Department of  
Commerce







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# Best of Show











# Congratulations Winners!