WELCOME

2011 SEDC Communications Awards
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?
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
“The narrow streets of Staunton...enf of handsome, 19th-century buildings, enticing shops and good restaurants.”

— The Wall Street Journal
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.thrivenv.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:
Best of Class
Large

(Budget level over $500,000)
Annual Reports

“Baton Rouge Area Chamber 2010 Annual Report”

Baton Rouge Area Chamber
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=3wqzOqlID0eA
Special Judges Award
For Thinking Outside the Box
Web Sites/Other
“EQ for iPad”
Louisiana Economic Development
Special Judges Award
For Creativity
Special Events

“Team Mississippi Blues Road Trip Invitation”

Mississippi Development Authority
TEAMS MISSISSIPPI BLUES ROAD TRIP
SEPTEMBER 14-17
PRODUCED BY TEAM MISSISSIPPI RECORDS

Mississippi Delta
BLUES JOURNEY

EXPERIENCE THE BIRTHPLACE OF THE BLUES

Don’t Just Read About It — Live It!
Juke Joints & Live Entertainment, Haute Cuisine To Hot Cuisine,
Chit To Shacks, Give In To An Unforgettable Experience.

For more information or to reserve your spot on this
blues journey, contact Elizabeth Range
at 601-939-3954 or teamms@mississippi.org
To sign up online, visit
TeamMississippi.org

www.sedc.org
Special Judges Award
For
Exceptional Media Coverage
Special Events

“Revenge Grapes of Wrath”

Oklahoma Department of Commerce
A SMARTER WAY TO ATTRACT JOBS IN OKLAHOMA

Californians go east, to Oklahoma

Migration reverses course as West Coast natives find they like what heartland has to offer

By McKay Coppins
Best of Show
Congratulations Winners!