

# The Pulse Awards

## Submission Board Template

All **Submission Boards** must be submitted in PDF format. This board should clearly present the work, context, and results in a format that is easy for judges to review.

## Required Format

- PDF only
- 1–5 pages maximum per entry
- Landscape orientation preferred
- Clean, professional layout
- High-resolution visuals
- All text must be legible
- One entry per file
- File name format:  
**Category\_EntrantName\_ProjectName.pdf**

Example:

**Experiential\_AAMA\_MarketingForTheCultureSummit.pdf**

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## Required Sections

### 1. Entry Title

Name of the campaign, project, initiative, brand activation, or body of work.

**Example:**

Pulse Awards Launch Campaign

### 2. Award Category

List the category exactly as it appears in the entry portal.

**Example:**

Best Integrated Campaign

### **3. Entrant Information**

Include the following:

- Entrant name
- Company, agency, or organization
- Primary contact name
- Title
- Email address
- Phone number
- Website or portfolio link

### **4. Project Overview**

Provide a brief summary of the work. What was this project or campaign, and why did it matter?

**Recommended length:** Up to 250 words max

### **5. Objective**

State the primary goal of the work. What business, marketing, audience, or community outcome were you trying to achieve?

Examples:

- Increase awareness
- Drive ticket sales
- Launch a new brand
- Improve engagement
- Grow memberships
- Generate leads
- Shift brand perception

### **6. Audience**

Describe the intended audience. Who was this work designed to reach, influence, or serve?

### **7. Insight and Strategy**

Explain the thinking behind the work. What insight informed the idea? Why was this the strategy or approach?

**Recommended length:** Up to 500 words max

## 8. Creative Execution

Show how the work came to life. What was created, launched or activated?

Include relevant visuals such as:

- social media graphics
- campaign branding
- ads
- email creative
- website pages
- video stills
- photography
- experiential elements
- packaging
- event signage
- printed materials
- branded merchandise

## 9. Results and Impact

Show the outcome of the work. What changed because of this work?

Include measurable or meaningful results whenever possible:

- revenue
- leads
- attendance
- impressions
- engagement
- conversions
- community growth
- earned media
- partnership outcomes
- audience response
- business impact

## 10. Credits

List key contributors, if applicable.

Examples:

- Creative Director
  - Marketing Lead
  - Designer
  - Copywriter
  - Strategist
  - Agency Partner
  - Client Team
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## Recommended Submission Layout

This recommended layout is designed to give your submission clear structure and flow. While most entries will likely be about three pages, applicants may submit up to five pages depending on the scope and number of campaign touchpoints. This format also creates consistency across submissions, allowing judges to review each entry more efficiently and fairly.

### Top section

- Entry title
- Category
- Entrant information
- Project overview

### Middle section

- Objective
- Audience
- Insight/strategy

### Bottom section

- Creative execution
- Campaign visuals
- Results and impact
- Credits