



**Please Note: This is a PDF
replica of our online entry form.
Your actual responses must
be entered and submitted via
the online version of this form
in order to enter.
Thank you.**

GRAMERCY INSTITUTE'S 2025 ASSET MANAGEMENT MARKETING AWARDS

ABOUT THE ENTRANT

1. Primary contact for future communications regarding this entry:

Name:

Title:

Company:

Address:

Email Address(s):

Phone 1:

Phone 2:

* 2. For what brand has this entry been conceived/executed?

3. These awards honor excellence in Asset Management Marketing across several areas of marketing. How would your entry best be categorized? (choose only one)

- ☐ Branding
- ☐ Collateral materials
- ☐ Content marketing execution
- ☐ Corporate communications
- ☐ Creative execution / single entry
- ☐ Creative execution / campaign
- ☐ Direct response
- ☐ Experiential marketing execution / event
- ☐ Marketing strategy
- ☐ Public relations
- ☐ Website
- ☐ Other (please specify)

* 4. Please tell us the title of this specific execution.

* 5. Your entry is an example of (choose only one):

- ☐ An asset management firm marketing Its own services
- ☐ An ad agency or marketing consultancy servicing an asset management firm
- ☐ A media company servicing an asset management firm
- ☐ A marketing services provider marketing to an asset management firm firm
- ☐ A technology services provider marketing to an asset management firm
- ☐ A corporation marketing its financial performance to key audiences (corporate)
- ☐ Other (please specify)



ABOUT THE ENTRY

* 6. What is the geographic scope of your entry (choose only one)

- ☐ This entry was executed in a one-country market.
- ☐ This entry was executed in more than one country

* 7. How would you best describe the audience(s) targeted by this entry (choose all that apply)

- ☐ Business Audience Targeted
- ☐ Consumer Targeted
- ☐ Individual Investor Targeted
- ☐ Institutional Investor Targeted
- ☐ Intermediary Targeted (i.e.: financial advisors or insurance brokers)
- ☐ Special Influencer Targeted
- ☐ Asset Management Firm Targeted

Other (please specify)

* 8. Please check the box that best describes this entry's assets under management (AUM) tier. (choose only one)

- ☐ Between \$100 million and \$1 billion AUM
- ☐ Between \$1 billion and \$100 billion AUM
- ☐ Above \$100 billion AUM
- ☐ AUM does not apply to this entry
- ☐ Other (please explain)

* 9. What asset class(es) is/are featured in this entry? (choose all that apply)

- ☐ Equities
- ☐ Fixed Income
- ☐ Cash and Cash Equivalents
- ☐ Real Estate
- ☐ Commodities
- ☐ Alternative Investments
- ☐ Question does not apply
- ☐ Other (please explain)

* 10. What fund types are featured in this entry? (choose all that apply)

- ☐ Mutual funds
- ☐ Hedge funds
- ☐ Index funds
- ☐ Exchange-traded funds (ETFs)
- ☐ Private equity funds
- ☐ Question does not apply
- ☐ Other (please explain)



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ENTRY FORM

11. SITUATION (50 words or less): This is an optional section. Please provide any background information that will help our judges understand the intention of this execution. This section is for background info, you will be asked to state the formal objective of the creative directly below.

12. OBJECTIVE (100 words or less): Please state the end objective of this execution. In short, what was this intended to achieve execution?

13. STRATEGY (100 words or less): Please state the strategy behind this entry. (20 points)

14. EXECUTION (100 words or less): Please explain the execution of this entry. (20 points)

15. UNIQUE ATTRIBUTES (100 words or less): Please explain any unique aspects about this entry that delivered extra or added value to this entry's performance. (20 points)

16. SYSTEM OF SUCCESS MEASUREMENT (100 words or less): Please explain the system of measurement created to determine the effectiveness of this initiative. (20 points)

17. RESULTS (100 words or less): Please explain the end result(s) of this marketing execution. (20 points)



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UPLOAD AND SUBMIT

18. OPTIONAL: Please feel free to upload a file or a link to direct judges to view a sample of this entry.

a) For print and collateral executions, please submit a single file of the entered work (16MB file size limit).

b) For event work, OOH executions, and promotional work that requires a photograph to be fully appraised by our judges, please upload a single file of the entered work (16MB file size limit)

c) For video, audio and web-based submissions, please place the URL in the space provided below. Please remember not to require passwords or our judges will be unable to view your submission.

Only PDF, PNG, JPG and JPEG files are supported.

Choose File

Choose File

No file chosen

19. OPTIONAL: Please insert your sample's URL here:

* 20. TERMS & CONDITIONS Asset Management Marketing Awards: This program exclusively evaluates asset management marketing work according to the following entry categories: ENTRY CATEGORIES: -Branding, Collateral, -Creative (single) -Creative (campaign) -Direct Response - Experiential Marketing -Marketing strategy -Public Relations - Website SUBCATEGORIES: Winners may be subcategorized based on: -Single Country Execution -Multi Country Execution And/or Size of Assets Under Management (AUM) WHO CAN ENTER? Any company (agency, publisher, financial firm, marketing services provider) that has conceived and/or executed asset management marketing work within the past 18 months for the benefit of an asset management firm or a company that targets an asset management firm. This includes: -Financial firms marketing their asset management products or services -Agencies/consultancies -Media companies/publishers/marketing service providers on behalf of financial firms marketing their asset management products or services CONFIDENTIALITY Submitted entry forms describing marketing work become property of the Gramercy Institute and will be treated confidentially. Submitted samples of entrant creative executions and marketing work do not become property of Gramercy Institute. Only Gramercy Institute and its judges will be given access to entries, and judges will be given access to these entries with the understanding that they are reviewing them for the sole purpose of assessment for this specific award program. JUDGING Judging will be carried out by a panel of financial services marketing leaders from the world's financial, media and marketing brands. Not all judges score all briefs. The full judges' roster will be made public to all entrants. Judges' scores will be averaged together to determine category winners. NOTIFICATION OF WINNERS Entrants will be notified on the status of their entry (winning or not winning) by November 18, 2024, via email. PROMOTION OF WINNERS All winners will be promoted through Gramercy Institute website, HTML emails and social media. Non-winners will not appear on promotions. AWARD PRESENTATION Winning teams will be presented with trophies (no charge for trophies) at a Forum/Award Presentation. Tickets are required to attend to the Forum & Award Presentation. TROPHIES If winners cannot attend Forum & Award Presentation, they may purchase trophies to be shipped to them after the Forum & Award presentation. PLEASE CHECK THE BOX BELOW IF YOU READ AND ACCEPT THESE TERMS AND CONDITIONS.

☐ I read and accept these terms and conditions.



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