



# THE SOCIAL GOOD AWARDS

PRESENTED BY **CYNOPSIS**

ENTRY DEADLINE: NOVEMBER 12

LATE DEADLINE: NOVEMBER 19

## Frequently Asked Questions

**Q: I need clarification on the categories or payment process, who can I contact?**

A: Please email Pete Romas ([cynopsisawards@accessintel.com](mailto:cynopsisawards@accessintel.com)) or call 203.899.8483 for assistance.

**Q: I need technical help during the online submission process, who can I contact?**

A: Please [email](#) for any of your technical needs.

**Q: How are the entries judged?**

A: Entries are judged by a blue chip panel of corporate, agency, nonprofit and academic executives, as well as by the staff of Cynopsis Media. We evaluate your entry based on creativity, innovation, sound planning implementation and results. Our most important criterion is proven success in aligning your strategic objectives with your end goals.

**Q: Who is eligible to win an award?**

A: The Cynopsis Social Good Awards are open to all individuals and teams worldwide — corporate, agency, association, governmental agency or nonprofit — of any size is eligible to enter. Vendors are also eligible to compete on behalf of client. The program is open to national and international entrants.

**Q: When are the deadlines?**

A: Submit your entry by Wednesday, November 12, 2014, 11:59pm EST. If you need extra time, there is a late entry date of November 12, 2014, but you will incur a \$175 late fee on top of the \$350 entry fee.

**Q: Where and when will the reception be held?**

A: The winners and honorable mentions will receive their Social Good Award at an event in New York City in Spring 2015.

**Q: How do I increase my chances of winning an award?**

A: Provide as many concrete and specific examples of success as possible. Also, supporting materials like video, screenshots and graphs are very helpful.

**Q: When will I be notified about the status of my entry?**

A: Cynopsis Media staff will contact you only if you are named a finalist in the awards program. Finalists are notified via email 30-40 days in advance of the Awards Event.

**Q. Must we include our campaign budget?**

A. It is not a requirement, but it helps the judges to better compare your campaign against other entries. Include at least a reasonable budget range. The judges always take into account the campaign budget relative to the goals and outcome. All information is confidential and will not be published.

**Q. What is Cynopsis Media/Access Intelligence's tax ID number?**

A. 52-2270063

**Q. Which is better; Tiger or Monkey style Kung Fu?**

A. Depends on the terrain.