



TOCA Communications Contest Categories

Sponsored by the Turf & Ornamental Communicators Association (TOCA)

GENERAL RULES

Visit the www.toca.org / Contest & Awards tab / Communications Awards tab to obtain the latest deadlines, links, rules and payment information for the annual TOCA Communications Contest.

PLEASE NOTE: Each category is separated into two divisions:

1. Publishing, and
2. Marketing Communications

WRITING CATEGORIES

PUBLISHING (Publishing Companies Only)

Categories include:

- PW01: Writing for commercial publications, editorial/opinion piece
- PW02: Writing for commercial publications, column
- PW03: Writing for commercial publications (series of columns by a regular department columnist)
- PW04: Writing for commercial publications, ornamental feature article
- PW05: Writing for commercial publications, turf feature article
- PW06: Writing for commercial publications, product information article
- PW07: Writing for commercial publications, operations profile
- PW08: Writing for commercial publications, business management
- PW09: Writing for commercial publications, general feature article (e.g., personality profile, etc.)
- PW10: Writing for commercial publications, environmental stewardship article
- PW11: Writing for commercial publications, headline writing
- PW12: Writing for website - original content only
- PW13: Writing for electronic newsletter - original content only
- PW14: Writing for commercial publications, series (two or more articles defined as series)

MARKETING COMMUNICATIONS (Companies/Agencies Only)

Categories Include:

- MCW01: Writing for commercial publications - copywriting for a display ad
- MCW02: Writing for printed collateral (only one collateral piece will be judged per entry)
- MCW03: Writing a news release (by agency/company/association for publishing in publication)
- MCW04: Writing a feature article (company/agency written and placed in commercial publication)
- MCW05: Writing for company website - original content
- MCW06: Writing for newsletter - original content
- MCW07: Special Writing Project (special one-time publications, annual reports, etc.)

NEW Categories:

- MCW08: Headline writing - commercial publications
- MCW09: Branding – Product Naming (product name, brand story)
- MCW10: Branding – Written brand identity elements (product name, brand story, supporting brand ID elements including but not limited to Mission, Vision, Core Content and brand descriptors and standard language)

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PHOTOGRAPHY, VIDEO AND MULTIMEDIA CATEGORIES

PUBLISHING (Publishing Companies Only)

Highlighted categories should be mailed in to the TOCA office.

Categories Include:

- PPVM01: Portrait/Personality (photo created by a TOCA member or freelancer commissioned by a TOCA member of individual or group of individuals)
- PPVM02: Best single photo - created by a TOCA member or freelancer commissioned by a TOCA member
- PPVM03: Best use of photography, judging three issues of a magazine on their use of all types of photos to communicate and illustrate
- PPVM04: Best print magazine cover (allows for stock photos, commissioned art, illustrations, typography, etc.)
- PPVM05: Best short video/reels (2 minutes or less)
- PPVM06: Best long video (More than 2 minutes)
- PPVM07: Best instructional video

PLEASE NOTE:

- Photos do not have to be taken by TOCA members, just entered by a TOCA member.
- For categories PPVM06 through PPVM10, entry must be from a publishing company or, if an agency, be produced for a publishing company.

MARKETING COMMUNICATIONS (Companies/Agencies Only)

Categories Include:

- MCPVM01: Best Photograph - marketing purposes - Printed Collateral (one or more photos in a collateral piece)
- MCPVM02: Best Photograph - marketing purposes - ~~Printed~~ Miscellaneous Use Custom Publication
- MCPVM03: Best short video (2 minutes or less)
- MCPVM04: Best long video (more than 2 minutes)
- MCPVM05: Best instructional video

PLEASE NOTE:

- Photos don't have to be taken by TOCA members, just entered by a TOCA member.
- For categories MCPVM04 through MCPVM07, entry must be from a marketing communications company or other company/association that is not in the publishing business.

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DESIGN

PUBLISHING (Publishing Companies Only)

Highlighted categories should be mailed in to the TOCA office.

Categories Include:

- PD01: Printed Magazines – Cover Page Design
- PD02: Printed Magazines – Single Page Design, Editorial
- PD03: Printed Magazines – Two-Plus Page Design, Editorial
- PD04: Printed Magazines – Overall Magazine Design
- PD05: Overall Media Kit Design

MARKETING COMMUNICATIONS (Companies/Agencies Only)

Highlighted categories should be mailed in to the TOCA office.

Categories Include:

- MCD01: Best single photo – use of stock art (anywhere in the magazine)
- MCD02: Digital Design – Website Design
- MCD03: Digital Design – Digital Media (non-website)
- MCD04: Printed Collateral – Overall Collateral Design
- MCD05: Printed Special Projects
- MCD06: Point of Purchase Materials
- MCD07: Printed Magazine/Two-Plus Page Design, Advertising
- MCD08: Printed magazine/up to a single page, Advertising

NEW categories:

- MCD09: Trade Show, Focusing on booth design only - Linear booth design (10x10, 10x20, 10x30)
- MCD10: Trade Show, Focusing on booth design only – Island booth design (20x20 or larger)
- MCD11: Branding – Stand-alone logo design
- MCD12: Branding – Identity development, logo, brand standards

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NEW MEDIA

PUBLISHING (Publishing Companies Only)

(Category entries should include, where appropriate, objectives, rationale, quantifiable measurement if possible)

Categories include:

- PNM01: Podcasts (audio programs/shows produced solely as podcasts for audience by publishing company)
- PNM02: Blogs (that communicate appropriate Green Industry information to audience) either a corporate, public service or industry position)
- PNM03: Websites (should include screen grabs, copies of key pages and other pertinent visual and content representation of key elements involving use of a website.)
- PNM04: Innovative Use of Social Media (e.g., use of Facebook, Twitter, YouTube, LinkedIn or other social media)

MARKETING COMMUNICATIONS (Companies/Agencies Only)

(Category entries should include, where appropriate, objectives, rationale, quantifiable measurement if possible)

Categories include:

- MCNM01: Podcasts (audio programs/shows produced solely as podcasts by company/association)
- MCNM02: Blogs (that communicate either a corporate, public service or industry position)
- MCNM03: Websites (should include screen grabs, copies of key pages and other pertinent visual and content representation of key elements involving use of a website as part of the PR program.) Please include information on design, strategy, structure.
- MCNM04: Most Engaging Social Campaign (e.g., use of Facebook, Twitter, YouTube, LinkedIn or other social media)
- MCNM05: Best mobile application

SPECIAL PROJECTS/PROGRAMS

PUBLISHING (Publishing Companies Only)

Highlighted categories should be mailed in to the TOCA office.

Categories Include:

- PSP01: Best Single Issue (One issue that overall is graded on design/writing/photography/overall content)**
- PSP02: Writing for Special Projects (special one-time publications, annual reports, etc.)
- PSP03: Best Coverage in a magazine of an on-site event (conference/tradeshow/product launches, etc.)
- PSP04: Miscellaneous Special Publishing/Print Project
- PSP05: Special Event (product introduction event, celebration, etc.)

MARKETING COMMUNICATIONS (Companies/Agencies Only)

Categories Include:

- MCSP01: Special Event (Descriptive product introduction event, celebration, etc.)
- MCSP02: Best Integrated Marketing Campaign (includes print, video, audio and electronic components)
- MCSP03: Miscellaneous Special Marketing Communications Project

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NEW Category

MCSP04: Trade Show, Focusing on the overall strategy and execution of the trade show, including details about the overall objective, key messages, communication plan, engagement, production, and follow-up