

MAX Award Entry

The MAX Award (Marketing Award for Excellence) honors outstanding new products, new services or new ways to market that have been developed or launched by Georgia-based companies in 2008. Your entry will be judged on the following criteria:

1. **Innovation**

- Describe your innovation and how it is cutting edge.
- How was your strategy and positioning a departure from the norm?
- How has your entry pioneered a new market or restructured an existing one?

2. **Marketing**

- How is it supported by great marketing?
- Describe any innovative marketing techniques used.

3. **Success**

- What evidence is there that your innovation has staying power and is or will be a financial success (please quantify)?
- How will it enhance the consumer's life, improve the business person's efficiency, or work for the general good of society?

In your entry, briefly address each of the three judging criteria for your new product, new service or marketing innovation. A typical entry is 2 to 3 pages long. Any printed pieces about your entry would be helpful to our judges. There is an entry fee of \$100. All of the proceeds from the entry fees will be used to support an Outstanding Minority Marketing Student Scholarship fund. The deadline to receive entries is December 11, 2008. Late entries are accepted until noon December 18, 2008 with an entry fee of \$150. To pay by credit card, please call 404-413-7690. (Note: the University is closed the week of December 22).

Product/Service/Innovation: _____

Company Name: _____

Company Submitting
Entry(if different): _____

Address: _____

Contact Person/Title: _____

Email: _____

Phone Number: _____

Fax Number: _____

The innovation was developed by a Georgia company. Yes No

The innovation was developed and/or launched in 2008. Yes No

Please mail your entry form, a check payable to Georgia State University Foundation, and all additional information and materials to:
Georgia State University, J. Mack Robinson College of Business, Department of Marketing, 35 Broad Street, Suite 1300, Atlanta, GA 30303.
For more information, please call 404-413-7650, fax 404-413-7699, email maxawards@gsu.edu or visit www.maxawards.com.



Presented by the J. Mack Robinson College of Business
Department of Marketing and Atlanta Business Chronicle.
The MAX Awards will be held February 27, 2009 at the Georgia Aquarium.

