



SILVER MEDAL NOMINATION FORM

Name of Nominee _____ Company _____

SILVER MEDAL AWARD CRITERIA

A panel of previous winners selects each Silver Medal recipient. These judges use the following criteria when making their selection. Please be sure your nomination addresses each of these areas. You may use this form or a separate letter.

1. Contribution to Company. The recipient must have achieved success in one of the following areas of work: advertising agency, advertiser, media or advertising service.

2. Creative Ability. The recipient must have shown a consistent, high degree of original thinking in their field.

3. Contributions to the General Advancement of Advertising. The recipient must have worked to increase the stature and raise the standards of the advertising profession.

4. Contributions to the Community. The recipient should be someone who has been active in civic, religious, or other groups dedicated to human or social welfare.
