



## MFEA 2009 STAR Awards Entry Categories

### RETAIL COMMUNICATIONS

1. **Introduction Kit**—Shareholder fulfillment kits and prospectus or communications packets.
2. **Annual Report**—Annual or semi-annual reports.
3. **Educational Brochure**—Brochures on educational topics (excluding IRA and Retirement) such as college planning, asset allocation, taxes, etc.
4. **Newsletter**—Printed shareholder newsletters.
5. **Magazine**—Magazine-style shareholder communications.
6. **Special Communications**—Printed educational programs or special-message mailings targeted at current and/or prospective shareholders.
7. **IRA Brochure/Kit**—Educational brochures or packages on IRAs targeted to the retail audience.
8. **Special Retirement Communications**—Educational brochures, mailings or programs focusing on retirement or retirement planning.
9. **Communication Campaign**—Complete communications campaigns targeted to shareholders.
10. **Electronic Newsletter**—Electronic shareholder newsletters.
11. **Online Shareholder Services**—Unique services offered through company Websites to shareholders such as account access or planning and education tools.
12. **Home Page**—Website home pages that introduce fund companies to individual investors.
13. **Online Retirement Center**—Website Retirement sections or centers on company Websites targeted to retail investors.
14. **Online Planning Center**—Targeted planning centers on company retail Websites that addresses issues such as estate planning, investing for children, college planning, etc.
15. **Online Marketing Campaign**—Online or e-mail marketing campaigns targeted to shareholders.
16. **Online Innovation**—Unique Website features or programs of retail websites that demonstrate innovative approaches to online fund technology.
17. **Website**—Websites that serve retail investors.
18. **Print Ad Campaign**—Printed advertising campaigns targeted to retail investors.
19. **Multi-Media Ad Campaign**—Multi-media advertising campaigns targeted to retail investors.
20. **Crisis Communications**—Investor communications addressing recent unstable financial conditions.
21. **Wild Card**—Special efforts that do not fit into other categories. Be creative!
22. **Overall Communications Award**—Top award presented in the Retail communications area. **There is no entry fee for this award.** To be considered a firm must submit **a minimum of three entries in categories 1-21 including at least one print entry and one electronic entry.**



## MFEA 2009 STAR Awards Entry Categories

### ADVISOR COMMUNICATIONS

- 23. Introduction Kit**—Materials presented to advisors, broker/dealers or other intermediaries introducing a fund company and its products.
- 24. Newsletter**—Printed advisor newsletters.
- 25. Printed Communications**—Printed educational programs, sales ideas or mailings targeted to financial advisors or other intermediaries.
- 26. Special Communications**—Printed special-message mailings targeted to financial advisors or other intermediaries.
- 27. Communication Campaign**—Campaign materials targeted to financial advisors or other intermediaries.
- 28. Electronic Newsletter**—Electronic newsletters targeted to financial advisors or other intermediaries.
- 29. Online Advisor Services**—Unique services offered through company Websites to advisors and other intermediaries such as client access, business-building tools and sales ideas.
- 30. Home Page**—Website home pages that introduce fund companies to advisors and other intermediaries.
- 31. Online Marketing Campaign**—Online or e-mail marketing campaigns targeted to financial advisors or other intermediaries.
- 32. Online Innovation**—Unique Website features or programs of advisor websites that demonstrate innovative approaches to online fund technology.
- 33. Website**—Websites that serve financial advisors and other intermediaries.
- 34. Print Ad Campaign**—Printed advertising campaigns targeted to financial advisors or other intermediaries.
- 35. Multi-Media Ad Campaign**—Multi-media advertising campaigns targeted to financial advisors or other intermediaries.
- 36. Crisis Communications**—Advisor communications addressing recent unstable financial conditions.
- 37. Wild Card**—Special efforts that do not fit into other categories. Be creative!
- 38. Overall Communications Award**—Top award presented in the Advisor communications area. **There is no entry fee for this award.** To be considered a firm must submit **a minimum of three entries in categories 23-37 including at least one print entry and one electronic entry.**



## MFEA 2009 STAR Awards Entry Categories

### PLAN PARTICIPANT COMMUNICATIONS

- 39. Introduction/Education Kit**— Materials presented to plan participants introducing a retirement plan's investment options and educating them on the benefits of the investment process.
- 40. Ongoing Education Brochure**—Print materials provided to plan participants to reinforce previously delivered education efforts.
- 41. Newsletter**—Newsletters targeted to plan participants.
- 42. Plan Conversion Communications**—Materials designed to explain the transition from one retirement plan to another.
- 43. Retirement Communications**—Educational brochures or packages on retirement or IRAs targeted to plan participants.
- 44. Plan Participant Program Campaign**—Program campaign materials targeted to plan participants.
- 45. Plan Sponsor Communications**—Educational materials or collateral targeted to plan sponsors or administrators.
- 46. Email Communications**—Plan participant communications developed to be delivered via e-mail.
- 47. Online Innovation**—Unique Website features or electronic services developed for plan participants that demonstrate innovative approaches to online fund technology.
- 48. Online Marketing Campaign**—Online or e-mail marketing campaigns targeted to plan participants.
- 49. Crisis Communications**—Plan participant communications addressing recent unstable financial conditions.
- 50. Wild Card**—Special efforts that do not fit into other categories. Be creative!
- 51. Overall Communications Award**—Top award presented in the Plan Participant communications area. **There is no entry fee for this award.** To be considered a firm must submit **a minimum of three entries in categories 39-50.**