



2015 STAR Awards

Entry Categories

RETAIL

Investor Communications

1. **Introduction Kit**—Shareholder fulfillment kits, prospectus or communications packets.
2. **Annual Report**—Annual or semi-annual reports.
3. **Educational Brochure**—Brochures on educational topics such as retirement, IRAs, college planning, asset allocation, taxes, etc.
4. **Newsletter/Magazine**—Printed shareholder newsletters or magazines.

Marketing/Promotional Communications

5. **Special Communications**—Educational or special-message programs targeted at current and/or prospective shareholders.
6. **Marketing Campaign**—Complete marketing campaigns (print/online/e-mail) targeted to shareholders.
7. **Ad Campaign**—Advertising campaigns targeted to retail investors.
8. **Wild Card**—Special retail communications that do not fit other categories. Be creative!

Digital/Technology

9. **Electronic Newsletter**—Electronic shareholder newsletters.
10. **Website**—Traditional Websites serving retail investors.
11. **Mobile Website**—Websites developed for Mobile devices that serve retail investors.
12. **Mobile Apps**—Mobile apps developed to serve retail investors.
13. **Social Media Campaign**—Social media campaigns targeting current and prospective shareholders.
14. **Digital Innovation**—Unique uses of digital tools and features, or utilization of technology that demonstrates innovative approaches to serve and communicate with shareholders.

Overall

15. **Communications**—One of the top awards presented in Retail Communications.
*To be considered, a firm must submit a minimum of three entries with at least one from Investor Communications (1-4), Marketing/Promotional (5-8) and Digital/Technology (9-14).
16. **Digital/Technology**—One of the top awards presented in Retail Communications.
*To be considered, a firm must submit a minimum of three entries from Digital/Technology (9-14).



2015 STAR Awards

Entry Categories

ADVISOR

Advisor Communications

17. **Introduction Kit**—Materials presented to advisors, broker/dealers or other intermediaries introducing a fund company and its products.
18. **Newsletter**—Printed advisor newsletters.
19. **Educational Communications**—Educational programs or messages targeted to financial advisors or other intermediaries.

Marketing/Promotional Communications

20. **Special Communications**—Special-message communications targeted to financial advisors or other intermediaries.
21. **Communication Campaign**—Campaign materials targeted to financial advisors or other intermediaries.
22. **Ad Campaign**—Advertising campaigns targeted to financial advisors or other intermediaries.
23. **Wild Card**—Special advisor communications that do not fit other categories. Be creative!

Digital/Technology

24. **Electronic Newsletter**—Electronic newsletters targeted to financial advisors or other intermediaries.
25. **Online Advisor Services**—Unique services offered through company Websites to advisors and other intermediaries such as client access, business-building tools and sales ideas.
26. **Website**—Traditional Websites serving financial advisors and other intermediaries.
27. **Mobile Website**—Websites developed for Mobile devices that serve financial advisors and other intermediaries.
28. **Mobile Apps**—Mobile apps developed to serve financial advisors and other intermediaries.
29. **Social Media Campaign**—Social media campaigns targeted to financial advisors or other intermediaries.
30. **Digital Innovation**—Unique uses of digital tools and features, or utilization of technology that demonstrates innovative approaches to serve and communicate with financial advisors and other intermediaries.

Overall

31. **Communications**—One of the top awards presented in Advisor Communications.
*To be considered, a firm must submit a minimum of three entries with at least one from Advisor Communications (17-19), Marketing/Promotional Communications (20-23) and Digital/Technology (24-30).
32. **Digital/Technology**—One of the top awards presented in Advisor Communications.
*To be considered, a firm must submit a minimum of three entries from Digital/Technology (24-30).



2015 STAR Awards

Entry Categories

RETIREMENT

Plan Participant Communications

33. **Introduction/Onboarding**—Entries in this category should introduce new or existing employees to a retirement plan's investment options, and educate them on the benefits of the investment process and the importance of diversification.
34. **Ongoing Education**—This category highlights entries that reinforce prior investment education efforts and encourages increased participation and savings among plan participants.
35. **Newsletter**—Newsletters and magazines for plan participants in traditional print or e-newsletter format.
36. **Special Campaign**—Entries in this category range from efforts that focus on one specific objective to a full-scale, multifaceted campaign on a major theme such as retirement readiness.
37. **Plan Conversion Communications**—Entries explain the transition from one retirement plan provider to another.
38. **Website**—Entries spotlight traditional and mobile websites serving plan participants.
39. **Social Media Campaign**—This category recognizes social media campaigns that creatively engage plan participants.
40. **Digital Innovation**—Recognizes unique uses of digital tools and features, or utilization of technology that demonstrate innovative approaches to serve and communicate with participants.

Plan Sponsor Communications

41. **Thought Leadership/White Papers**—Focused on industry trends or investment themes that educate, inform and assist with the fiduciary responsibilities of plan sponsors, plan administrators and investment committees.
42. **Digital Communications**—Digital and multimedia communications designed to educate and engage plan sponsors.
43. **Events & Conferences**—Entries showcase materials created for annual client conferences, benefits fairs, and other retirement-related events and workshops.

Overall

44. **Communications**—Top award presented in the Retirement Communications area.
*To be considered, a firm must submit a minimum of three entries from Retirement Communications (33-43) with at least one from both the Plan Participant (33-40) and Plan Sponsor (41-43) categories.