



MAXI Awards Ethics Guidelines

The MAXI Awards brand – **Marketing Awards for eXcellence in Innovation** – has come to be the standard bearer of excellence in our industry, and the MAXI Committee continues to strive to uphold the best of the direct marketing industry. Best practices and ethical marketing are among the most important core principles we expect all submissions to uphold.

To reinforce our commitment to these tenets, we support the right of MAXI judges to propose that submissions be disqualified based on messaging or imagery rooted in race, religion, ethnicity, gender identity, sexual orientation or physical/developmental ability that:

- Perpetuates discrimination,
- Demonstrates insensitivity or lack of respect,
- Deals in cultural appropriation, or
- Raises serious concerns based on a judge's discretion.

Recommendations that a submission be disqualified will be accepted at any time during the judging process.

Any submission that is put forward for disqualification on these grounds will be submitted to a vote of the MAXI Committee for final decision. Should the committee include an even number of members, DMAW's President will be asked to participate in the vote so a clear majority can be achieved.