

# AGENCY, EXPERIENTIAL, MEDIA, NEWCOMER AND PURPOSE-LED AGENCY OF THE YEAR: GENERAL REQUIREMENTS AND SUBMISSION QUESTIONS

## Overview

The following information is required for the judging committee to determine the award winners. Each piece of information we're requesting is important; a complete application will improve your chances of winning.

All information included in entries for the Small Agency Awards is limited to any achievements that occurred or work that broke between Jan. 1, 2021 and March 1, 2022.

**Also, all information included should be publishable by the time the awards break in July 2022. Any information noted as "not for public" or "off the record" will not factor into the juries' evaluation.**

In the rare case, up to the discretion of each category's particular jury, the jury may opt to move an exceptional entry into what they deem to be the appropriate category if they feel it was entered into the wrong category.

## Small Agency of the Year & International Agency of the Year

Ad Age's Small Agency Awards seek to uncover small agencies doing excellent work, often with tiny budgets, lean staff, and tons of heart. Beyond the work, we look for great culture, strong financial health, an independent spirit, and shops that have unique stories to tell in a business that is, after all, about storytelling. Some of our past winners conquered adversity, some blazed new trails in management and intellectual property, and some strove to increase inclusivity in their ranks.

We will award one overall Small Agency Award winner and then gold and silver in three size categories, 1-10, 11-75, 76-150, and by region. Regions are awarded for the Southeast, Southwest, Midwest, West, Northeast and Northwest Regions of the U.S. Regional, international and size winners do not need to enter separately or pay an extra fee. They are chosen from the entrants to the Agency of the Year category.

## Experiential Agency of the Year

In today's ever-changing marketing landscape, brands need to think outside the digital box to uncover new avenues to engage consumers in real, authentic ways. We're seeking shops that have created successful experiential campaigns for clients, especially at a time when giving potential

buyers hands-on experience with the brand was hampered by pandemic restrictions.

International agencies are welcome to enter.

*Note: Only one national award (gold and silver) will be given rather than several regional winners.*

## Media Agency of the Year

In today's marketing world, the creative idea is only half of the equation, and more and more often the media is driving the message. This new category seeks to recognize agencies that are leading brands to explore fresh media options to drive home their messaging and shops that creatively use media to shape campaigns from their inception. Successful candidates in this category will demonstrate both a media-forward mindset and solid brand-building results beyond impressions.

*Note: Only one national award (gold and silver) will be given rather than several regional winners.*

## Newcomer Agency of the Year

This category introduced last year seeks to find the best and the brightest of startups in the agency world. Small by their very nature, these shops comprise anything from freelance co-ops to a pair of partners leaving big agencies to break out on their own. With entrepreneurialism rising in the industry, this category will recognize shops 18 months or younger that are already showing promise with strong creative work and a growing client roster.

*Note: Only one national award (gold and silver) will be given rather than several regional winners.*

## Purpose-Led Agency of the Year

**NEW this year!** This new category honors shops that have assisted marketers in leading their brands into social awareness issues such as sustainability, social justice, community development and more. This award will also honor agencies which foster and build similar purpose-led initiatives either within their own ranks or via pro bono efforts on behalf of outside entities. Examples and results from this work will be used to judge this category.

*Note: Only one national award (gold and silver) will be given rather than several regional winners.*

# Agency, Experiential, Media, Newcomer and Purpose-Led Agency of the Year: General requirements and submission questions

## Submission Questions

### General questions

Your first name

Your last name

Your email address

**Agency or representative:** Are you from a PR shop (or other third-party representative) entering on behalf of an agency or campaign?

- Yes
- No, I'm from the agency.
- Title\*
- Entry category

### Agency questions

- **Ad agency name**
- **Ad agency full-time head count**
- **Ad agency HQ address**
- **Ad agency 2020 revenue\*\***
- **Ad agency 2021 revenue\*\***
- **Ad agency projected 2022 revenue\*\***
- **Date agency was founded (for Newcomer Agency only)**
- **Agency's top three clients**
- **Agency owners and principals**
- **Agency details:** Tell us a little about your agency, its story if you will. Feel free to include founding myths and long-term goals. Include some color here too, such as what's unique about your shop and how you stand out among the competition for talent. Word count: 500.
- **Agency thought leadership:** Please describe in fewer than 500 words the ways in which your agency has helped to improve its business or served as an example for the agency business. Examples might include innovative compensation agreements, creative or technological innovation, the development of new revenue streams, or new and effective approaches to managing, acquiring and diverse and inclusive talent.
- **Portfolio and business results:** Include examples of work from no more than three distinct campaigns that ran at any point between Jan. 1, 2021, and March 1, 2022. You can upload up to four files per campaign. These results can include basic ad metrics like awareness or recall, but you will get further if you also include business results such as sales and market

share. You may also include budget, timetable or other information that helps the judges better understand the problem and solution. Campaigns can be for the same client, but showing a range of work for varying clients improves your chances. **DO NOT submit case studies marked confidential as they will not be considered by the jury.**

- **Campaign #1 file description:** Describe the client assignment and objective. Tell us what the execution—or if it makes more sense, the campaign that it's a part of—achieved. 500 words or fewer.
- **Campaign #1 file uploads:** Click to upload up to four samples (photo, video, website).
- **Campaign #2 description:** Describe the client assignment and objective. Tell us what the execution—or if it makes more sense, the campaign that it's a part of—achieved. 500 words or fewer.
- **Campaign #2 file uploads:** Click to upload up to four samples (photo, video, website).
- **Campaign #3 description:** Describe the client assignment and objective. Tell us what the execution—or if it makes more sense, the campaign that it's a part of—achieved. 500 words or fewer.
- **Campaign #3 file uploads:** Click to upload up to four samples (photo, video, website).

\* For Agency of the Year entries, please enter agency name; for Campaign of the Year entries, please enter marketer (client) name.

\*\* Please enter whole figures (e.g., 10,00,000.00). International entrants, please convert to U.S. dollars.