

# PEOPLE: SUBMISSION GUIDELINES

## Overview

An agency is only as strong as the people it hires—and the ones it retains. The pandemic and the “Great Resignation” have underscored the value of outstanding employees and the importance of celebrating them. This category does exactly that—it’s an opportunity to single out and reward your agency’s greatest talents for a job well done.

**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.**

## Creative of the Year

Creative of the Year is open to creative directors, copywriters, art directors, digital creatives and other creative individuals who have conceived groundbreaking ideas that moved the needle creatively and for business. Candidates will be evaluated through their work/accomplishments as well as testimonials. NOTE: This category excludes chief creative officers. Creative teams may enter, but each member should have had a hand in each campaign submitted as part of the entry.

## Strategic Planner of the Year

Strategic Planner of the Year is open to strategy executives at advertising, media and PR agencies. Promising candidates will have demonstrated a talent of homing in on powerful insights and helping to turn them into groundbreaking ideas and work. Entries should include portfolios, reels, case studies, testimonials, etc. that illustrate how the planner’s strategy and guidance made a direct impact on a specific campaign, brand or product launch. Specificity is key; the entries should show the jury precisely what impact entrants made on particular pieces of work or business.

## Media Planner of the Year

Media Planner of the Year is open to media planners at advertising, media and PR agencies. Promising candidates have demonstrated a flair for bringing innovation to media planning. They’ve leveraged the vast media offerings in unexpected ways to successfully communicate a brand’s message and deliver an engaging brand experience—in ways perhaps we’ve never seen before. Entries should be backed up with case studies, reels, testimonials, etc. that illustrate how the entrant’s work made a direct impact on a specific campaign, brand or product launch. Specificity is key—the entries should show the jury exactly how the entrants had a significant impact on the work and business.

## Account Manager of the Year

This category will honor an account-side team member who demonstrated exceptional prowess in protecting, selling and helping to shape standout creative ideas that ultimately had a huge impact for a client’s business. Submissions should include background information, case studies and testimonials (from agency and client teams) that will prove that without this person’s leadership, a great campaign (or more) would not have seen the light of day. Successful entries will help judges understand exactly how the nominated executives made a difference, above and beyond account execs who happened to work on accounts with great work. It’s open to any account staffer within an agency.

All information included in your entry form is considered publishable. Please submit high-resolution files. Go to [AdAge.com/saa2022](https://AdAge.com/saa2022) to complete your entry forms.

## Submission questions

### General questions

- Nominee’s name
- Nominee’s title
- Nominee’s company
- Nominee’s email
- Nominee’s age
- Nominator’s name
- Nominator’s title
- Nominator’s company
- Nominator’s email

### Pitch (350 words)

In 350 words or less, tell us why the nominee is worthy of this award. Include background, reputation, previous honors, and titles. If there is an interesting backstory, tell us. Please be as specific as possible and describe their achievements in the last 12 months. Please provide any relevant campaign examples, results, metrics and testimonials that might back up your pitch.

Creative teams are free to submit as a single entrant, as long as both members of the team were involved in each piece of the work submitted in the portfolio.

### Supporting Information

Please upload any supporting evidence—creative work, PowerPoint deck, highlight reel or a video case study—to make your case. For highlight reels, please be judicious with your selections. It’s better to provide a shorter but dense picture of the entrant’s accomplishments than a laundry list.

- Video sample (upload or link)
- Work samples (maximum 3; upload or link)
- High-resolution headshot (upload)