

SMALL AGENCY AWARDS: FAQS

What do I need to begin?

First, review the submission questions online at www.adage.com/saa2020 before you enter.

Here are submission guidelines for our 2020 award categories:

[Agency, Experiential, Media & Newcomer Agency of the Year guidelines](#)

[Campaign of the Year guidelines](#)

[Agency Culture guidelines](#)

Before you begin the entry process, gather the necessary information and campaign samples. You will need to provide the following:

- **Agency name**
- **Agency size** (number of employees)
- **Agency revenue** (2018, 2019 and this year's projected revenue)*
- **Contact information** (address, emails, etc.)
- **Campaign samples:**
 1. Campaign description
 2. Campaign files (images, video, audio, PDF, PPT, DOC, XLS); direct uploads cannot exceed 2GB

Gathering all of the entry information and sample files ahead of time will ensure a smooth contest entry.

What kinds of agencies are eligible for the Small Agency Awards?

All kinds, as long as they meet the size and ownership requirements. After many discussions with the small agency community about what constitutes a “not big” shop, we established awards in three size categories: 1-10 staffers, 11-75 staffers and 76-150 staffers. All disciplines are welcome, including full-service ad agencies, digital agencies, media agencies, promo, direct, mobile, design agencies, or combinations thereof.

Do I need to be independent?

Entrants must be majority independently owned, or in other words, at minimum 51% privately held. Agencies that are not eligible are those that are either majority or fully backed by a holding company (by this we mean firms like WPP, Omnicom Group, Publicis Groupe, Interpublic Group of Cos., Havas, Aegis or MDC Partners) or other firm, such as a publisher, marketer, etc.

What kind of work is eligible?

All kinds: TV spots and campaigns, experiential, web videos, branded content, design (product, package, graphic, motion, experience, retail, etc.), websites, games, apps, social media, and other stuff that's harder to define: new distribution ideas, new ways to engage a community, etc. We ask that you enter only bona fide work for a real client of your agency that was actually produced and/or ran in some media environment. Please do not enter work that was created only to run in award shows. If judges raise any flags, we will be following up and we'll disqualify bogus work (e.g., work not approved by a client, work done for a client you don't have, ads that were run once, at 3 a.m. in Bend, Oregon, so they would be eligible to enter in Cannes, etc.). Campaigns should have run between Jan. 1, 2019, and March 1, 2020.

Are PSAs eligible?

Yes; in fact, we have a special category just for pro bono work.

Are b-to-b campaigns eligible?

Yes; we also have a special category just for b-to-b work. And if you feel it's good enough to take all comers (and it's integrated), you can enter it in the Campaign of the Year: Integrated category as well.

Are experiential campaigns eligible?

Yes! We have Experiential Agency of the Year and Campaign of the Year: Experiential—to recognize experiential shops and campaigns.

What's new this year?

We have three new categories this year: Media Agency of the Year, Newcomer Agency of the Year and Campaign of the Year: Media. Newcomer Agency of the Year is specifically geared toward agencies that were founded after September 1, 2018.

How much does it cost to enter?*

Entry fees are as follows:

- **Agency of the Year: 1-10 Employees:** \$250
- **Agency of the Year: 11-75 Employees:** \$295
- **Agency of the Year: 76-150 Employees:** \$350
- **Experiential Agency of the Year:** \$295
- **Media Agency of the Year:** \$295 ^{NEW}
- **Newcomer Agency of the Year:** \$295 ^{NEW}
- **Campaign of the Year: B-to-B:** \$295

Ad Age and the judges reserve the right to move entries between categories or to not award a category at all