

CAMPAIGN OF THE YEAR: SUBMISSION GUIDELINES

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 the entries for the Small Agency Awards is limited to any achievements that occurred or work that broke between Jan. 1, 2020 and March 1, 2021.

Also, all information included should be publishable by the time the awards break in July 2021. Any information noted as "not for public" or "off the record" will not factor into the juries' evaluation.

New this year, international agency submissions are accepted for all Campaign of the Year categories.

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.

Campaign of the Year Categories:

- Campaign of the Year: B-to-B
- Campaign of the Year: Digital
- Campaign of the Year: Experiential
- Campaign of the Year: Integrated
- Campaign of the Year: Media
- Campaign of the Year: Pro Bono

Campaign of the Year: B-to-B

We understand that some of the most interesting brand challenges that agencies are presented with require devising communications not for consumers broadly, but for a very specific audience. This is particularly true for small agencies, and often that great work doesn't bubble up to the surface.

The work: Please include up to four samples (photo, video, website) that are part of a single campaign for a single client. You may submit a case study video if the campaign requires some explanation.

Campaign background: Provide us with background on the campaign that includes:

- Client name
- Description of the business challenge or problem addressed by the campaign (200 words)
- Summary of media/communications plan and description of the creative executions, plus a summary of campaign results (300 words)
- Case study video upload optional
- Client quote

The campaign must have run at some point between Jan. 1, 2020, and March 1, 2021.

Campaign of the Year: Digital

The rapidly changing digital landscape has presented a great opportunity for the talent within agencies to come up with innovative messaging ideas that can live in the places where clients' target demo resides—whether on their phones, laptops or elsewhere in the digital realm.

This category is dedicated to celebrating the creativity that agencies are using in digital media. That can be viral advertising, social, branded games, mobile or digital billboards. It's similar to Campaign of the Year: Integrated, but the creative execution must be rooted in digital.

The work: Please include up to four samples (photo, video, website) that are part of a single campaign for a single client. You may submit a case study video if the campaign requires some explanation.

Campaign background: Provide us with background on the campaign that includes:

- Client name
- Description of the business challenge or problem addressed by the campaign (200 words)
- Summary of media/communications plan and description of the creative executions, plus a summary of campaign results (300 words)
- Case study video upload optional
- Client quote

The campaign must have run at some point between Jan. 1, 2020, and March 1, 2021.

Campaign of the Year: Submission Guidelines

Campaign of the Year: Experiential

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 to uncover ambitious experiential campaigns that delivered tangible results for clients, whether it be trade show displays, in-market activations or other means of giving potential buyers hands-on experience with the brand.

The work: Please include up to four samples (photo, video, website) that are part of a single campaign for a single client. You may submit a case study video if the campaign requires some explanation.

Campaign background: Provide us with background on the campaign that includes:

- Client name
- Description of the business challenge or problem addressed by the campaign (200 words)
- Summary of media/communications plan and description of the creative executions, plus a summary of campaign results (300 words)
- Case study video upload optional
- Client quote

The campaign must have run at some point between Jan. 1, 2020, and March 1, 2021.

Campaign of the Year: Integrated

The work: Please include up to four samples (photo, video, website) that are part of a single campaign for a single client. You may submit a case study video if the campaign requires some explanation. For campaign background, provide us with background on the campaign that includes:

- Client name
- Description of the business challenge or problem addressed by the campaign (200 words)
- Summary of media/communications plan and description of the creative executions, plus a summary of campaign results (300 words)
- Case study video upload optional
- Client quote

The results are key in this category. We want to know that this campaign—which must be an integrated effort—actually worked, resonating with the target market and carrying out your promise to your client. 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 or market share.

The campaign must have run at some point between Jan. 1, 2020, and March 1, 2021. Feel free to also include budget, timetable or other information that helps the judges better understand the problem and solution. Again, you can submit a video with all this information, but please ensure it's clearly presented.

Campaign of the Year: Media

In today's marketing world, the creative idea is only half the equation, and more and more often the media is driving the message. This new category seeks to recognize fresh media campaigns that are creatively using media to shape campaigns from their inception. Successful candidates in this category will demonstrate both a media-forward mindset but also solid brand-building results beyond impressions.

Campaign of the Year: Pro Bono

Sometimes the work isn't just about delivering concrete business results. Sometimes it's about doing right and doing good and doing it for free. Such work should be done for charities, community groups and other such organizations (not free work for your brother-in-law's dry-cleaning business)—and entered in the Pro Bono Campaign of the Year Category.

The work: Please include up to four samples (photo, video, website) that are part of a single campaign for a single client. You may submit a case study video if the campaign requires some explanation.

Campaign background: First explain why this cause is near and dear to your agency's heart (we know it must be, in order for your shop to be willing to devote countless hours to working on it for free). Then provide us with background on the campaign that includes:

- Client name
- Description of the business challenge or problem addressed by the campaign (200 words)
- Summary of media/communications plan and description of the creative executions, plus a summary of campaign results (300 words)
- Case study video upload optional
- Client quote

The campaign must have run at some point between Jan. 1, 2020, and March 1, 2021.