

A-List & Creativity Awards 2022

A-LIST AWARDS CATEGORY DESCRIPTIONS

2022 A-List Awards categories include:

- Agency of the Year & A-List
- Production Company of the Year & A-List
- Media Agency of the Year
- Multicultural Agency of the Year
- International Agency of the Year
- Creative Agency of the Year
- In-House Agency of the Year
- Data and Insights Agency of the Year^{NEW}
- Design and Branding Agency of the Year^{NEW}
- Social Media/Influencer Agency of the Year^{NEW}
- Newcomer Agency of the Year^{NEW}
- Customer Experience Agency of the Year^{NEW}
- Purpose-Led Agency of the Year^{NEW}
- Agency Network of the Year^{NEW}
- Holding Company of the Year^{NEW}
- Agency Executive of the Year

A-List Awards category descriptions

Agency of the Year and A-List, Media Agency and Multicultural Agency of the Year

These categories are open to U.S.-based advertising agencies or agency networks of any size. The A-List itself is open to agencies representing any advertising discipline. The A-List will feature an Agency of the Year along with nine additional companies on the A-List, Standouts (the number decided at our editors' discretion based on the year's entry pool), and, should the judges see fit, additional Agency to Watch honors. Those entering Media Agency of the Year and Multicultural Agency of the Year will automatically be considered for Agency of the Year and the A-List (unless entrants indicate otherwise using the checkbox). For the purpose of these categories, please do not enter offices in separate cities as distinct entries. Individual offices may still compete for

creativity-focused honors in the separate Creative Agency of the Year category.

Production Company of the Year and A-List

Production Company of the Year/Production Company A-List will celebrate the industry's finest in production storytellers based on the quality, breadth, innovation and impact of their work. The category is open to all production companies (traditional/digital/experiential). Each company should submit a single entry comprising the best work from across all its offices. This award will be judged by Ad Age's editorial team. The other production categories in Creativity will be judged by a jury convened by Ad Age. The Production Company A-List will feature a Production Company of the Year along with nine additional companies on the A-List, Standouts (the number decided at our editors' discretion based on the year's entry pool), and, should the judges see fit, additional Production Company to Watch honors.

International Agency of the Year

International Agency of the Year is open to independent shops based outside the U.S. as well as an agency network's operations in a specific country outside the U.S. Each international entry should cover one country only, however many offices you have there. If you're entering from Australia, for example, you don't need and should not provide separate entries from Sydney or Melbourne. But agencies with offices in the U.S. and Canada, for example, should enter individual entries for those respective countries—in the Agency of the Year category for the former and International Agency of the Year for the latter.

Creative Agency of the Year

Creative Agency of the Year will honor the single agency office whose achievements have pushed the industry

forward and paved the way for communications strategies in the future with their groundbreaking creative ideas. Contenders here surprise us with how they use current platforms and emerging ones. They make TV or print feel "new" again or make complicated tech feel seamless and marketing-friendly. They show us new ways of leveraging creativity to benefit a marketer's goals. They have brought creativity to bear where we haven't seen it before—whether in products, ways of working, building new businesses, or more. One winner will be honored, and we may elect to select one or two runners-up. Generally, this category will honor a single office within a network or an independent agency's office within a particular city. The jury may make exceptions for companies whose creative practices are integrated across multiple offices, evident in multiple campaigns or multiple executions created together by the different offices.

In-House Agency of the Year

In-House Agency of the Year is open to any agency entity that is owned and operated by its only client. While an in-house agency can partner with external agencies, for the purposes of these awards, an in-house agency is not simply the marketing team within a company. It should be an entity that includes talent positions in line with those at traditional shops—i.e., creative directors, CCOs, copywriters, art directors, media buyers, etc. These talents also should have played an integral role in the work included in the submission.

Data and Insights Agency of the Year

This category will honor the agency that has demonstrated the year's most advanced, effective and innovative applications of data and analytics to a marketer's goals. Ideal candidates will have demonstrated how data can fuel or even make possible groundbreaking creative ideas across a number of brands. They

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will show how data isn't just a numbers game, but a powerful tool when it comes to telling a marketer's stories. This category is open to any agency, not just ones where data and analytics comprise the core of their business. A successful entry will provide detailed examples of truly innovative work, with information about client objectives, the amount and sources of data involved, how that data was powerfully analyzed or used, the results and why all that represented a leap beyond the norm.

Design and Branding Agency of the Year

This category will honor the design firm, agency or in-house creative practice that has demonstrated the year's most innovative and effective work and ideas in the area of design. This applies to design moves across a broad spectrum—whether it be branding and identity, packaging, experience, physical design, product—any place that design touches and can have an impact on a company's business.

Social Media/Influencer Agency of the Year

Social Media/Influencer Agency of the Year will honor agencies that are doing outstanding work liaising clients with social media outlets such as Facebook, Instagram, TikTok and more. Winning agencies will have an established track record in helping identify and connect brands with influencers and social media stars; create attention-getting campaigns and efforts based on social trends for marketers and show via specific and measurable examples of client campaigns that generated attention and sales using social media outlets and social media stars. Shops may be independent or part of a network.

Newcomer of the Year

Newcomer of the Year honors agencies that were formed in the past 18 months. Agencies may enter if formed between the dates of April 1, 2020 to Oct. 1, 2021.

This category awards shops that have made a mark early in their development with significant new client wins, breakthrough campaigns and/or efforts that got newbies notice within their first few months of existence. Winners may be independents or new shops formed within a larger holding company within the specified dates.

Customer Experience Agency of the Year

Customer Experience Agency of the Year honors shops that have created new strategies and smart new ideas for clients that have enabled them to connect closer with their consumers. Winners will have used means including rethinking product offerings using data or insights, reconfiguring how clients reach customers with new delivery methods or apps, or in general finding new ways for clients to make their consumers' experience more seamless, create new connections to incite loyalty, or increase and build their customer base.

Purpose-Led Agency of the Year

Purpose-Led Agency of the Year 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.

Network of the Year

Network of the Year honors a group of agencies under a single network that has done outstanding work throughout the entry period. Whereas Agency of the Year awards a single agency, Network of the Year will honor multiple agencies under one umbrella that have shown excellent creative, new business growth and strong financial performance. Please note that

this award covers only U.S.-based shops within a network; offices based in foreign countries are ineligible to be included in this award.

Holding Company of the Year

Holding Company of the Year will honor a single holding company that has stood out in the eligible year. Judges will take into account factors such as client wins across several agencies within the company or a client win that results in the formation of a dedicated shop to service a single client. Financial performance, organic growth, business wins, new client capabilities, major moves and hires, acquisitions, dispositions, creative prowess and more will factor into the judges' decision in this category.

Agency Executive of the Year

Agency Executive of the Year is open to CEOs and other top-level executives from any level of any agency or agency holding company, regardless of location. Each entry must pertain to only one executive. This category honors an executive who has demonstrated exemplary leadership qualities in specific and observable ways, made particular and perhaps difficult or surprising decisions to meet a particular challenge or new goal, effected change and ideally contributed to the industry more broadly as well. Top-level creative and strategy execs are not eligible and should be entered into the Creativity Awards categories pertaining to those roles.

All program info and the online portal for entry can be found at [AdAge.com/acawards2022](https://www.adage.com/acawards2022).