

## A-List & Creativity Awards 2022

# HOW TO ENTER THE A-LIST AWARDS

### General Requirements:

All information included in the entries for the 2022 A-List and Creativity Awards program is limited to any achievements that occurred or work that debuted any time from Dec. 1, 2020 and Dec. 31, 2021.

### We consider all information submitted publishable.

We consider all information submitted publishable. The information included in your entries should be publishable by the time the awards are unveiled in March 2022.

Please be mindful of all the requirements of each category and make sure to enter your work, people or companies into the appropriate category. 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. You will be given the option in the entry form to request that juries refrain from moving your entry if you so wish. Please make sure to check the box designating this. Not checking the box, however, does not guarantee that your entry will be considered in a category into which it was not originally entered.

As part of Ad Age's own diversity efforts, we encourage all those entering to carefully consider those on your team from diverse backgrounds, as well as the work they have done, when you assess submissions to the awards. Each year, our editorial team and juries have expressed the desire to see and consider a broader, more diverse range of candidates in the people categories specifically. This is an opportunity to shine a light on all your talents, especially those who may have not received recognition in the past.

We realize COVID-19 will have affected results, which will be factored into the judging.

### Technical Specs

We want you to supply the best of what you have available, which is why we don't have any real spec requirements for the files you upload. Please note that our award system requires all direct uploads to be 2GB or less. If your file is larger than 2GB, please supply a link.

Keep in mind that the judges see a lot of work, so you want any videos and/or case studies to be short and sweet. 2-5 minutes is good; anything nearing 10-15 minutes is too long. Production companies entering Production Company of the Year need not worry about how long their reels are. Please supply full work as per the request in your entry form.

## A-List & Creativity Awards 2022

# THE ENTRY FORMS: AGENCY OF THE YEAR CATEGORIES

Although the instructions along the way are pretty straightforward and will walk you through the process of providing the appropriate information and uploading any necessary information supporting material, it's good to know what information you'll need to gather prior to entering.

### Here's what you will need for:

- Agency 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<sup>NEW</sup>
- Design and Branding Agency of the Year<sup>NEW</sup>
- Social Media/Influencer Agency of the Year<sup>NEW</sup>
- Newcomer Agency of the Year<sup>NEW</sup>
- Customer Experience Agency of the Year<sup>NEW</sup>
- Purpose-Led Agency of the Year<sup>NEW</sup>
- Network of the Year<sup>NEW</sup>
- Holding Company of the Year<sup>NEW</sup>

### Agency Name

### Agency Headquarters

### Year Established

### Number Of Offices & Locations

### Full-Time Headcount

### Type Of Agency

### Agency Revenue 2019

### Agency Revenue 2020

### Projected Agency Revenue 2021

### Agency Owners & Principals

### Top Three Clients (by revenue)

### Your Story (350 words)

This is your space to give us a broad picture, to make your pitch and tell your story about why you are deserving of an honor this year, taking into consideration your business successes, work, other accomplishments or even struggles and missteps that have shaped your agency over the past 12 months. Make sure to provide specifics that would be helpful to judges to evaluate you with respect to the

specific category you are entering (A-List, media, data, design, creative, etc.).

### Agency Growth And Strengths

Tell us about your growth, your strengths and why clients are coming to you in particular. Please also include a general breakdown of where your revenue comes from (e.g. 5% mobile, 30% digital, 2% out of home, etc.)

Please provide a detailed list of account wins and losses with their estimated value per annum. If you have IP projects or other revenue streams that are not client-related, please note them as well.

### Thought Leadership & Culture (350 words)

Please describe in fewer than 350 words the ways in which your agency through strong leadership, innovation and culture has helped to improve its business and serves as an example for the industry as a whole. Examples might include innovative compensation agreements, creative or technological innovation, the development of new revenue streams, or new and effective approaches to managing or acquiring talent.

### Diversity (350 words)

Diversity will be a key factor in our evaluation of A-List agencies given the role it plays in innovative work, addressing the modern consumer and the needs of marketers today.

Please share as much concrete detail on your agency's breakdown in terms of gender, ethnicity, etc.. to give us an accurate picture of your diversity and cultural makeup. Please include in your entry statistics on the diversity of your agency overall including percentages in upper-level leadership, the creative department as well as agency staff as a whole.

A strong entry will also show concrete data on how your agency's diversity has

evolved this year compared to previous years. We'd also like to know what moves you have made to increase the number of BIPOC, women, LGBTQ+, persons with disabilities, and members of other marginalized groups in your agency.

### Portfolio

Include examples of work from a minimum of three and up to six distinct campaigns that debuted and ran at any point between Dec. 1, 2020 and Dec. 31, 2021. Campaigns can be for the same client, but showing a range of work for varying clients improves your chances.

Creative Agency of the Year entrants will be able to upload up to ten (10) distinct campaigns that debuted and ran at any point between Dec. 1, 2020 and Dec. 31, 2021.

For each campaign or project you submit, please upload up to four samples (case study, photo, video, website) and describe in less than 350 words each, the client assignment and the objective. Also, tell us what the execution—or, if it makes more sense, the campaign that it's a part of—achieved.

Please include ad metrics, such as recall and/or business results like sales or market share. The stronger the results, the stronger the submission will be with the judges.

The entries, as a whole, should give a thorough picture of the brief, idea, strategy, innovation and impact to the client. Although video is not mandatory, it is preferred.

### Team Photo

Please upload a large, high-resolution image (9" x 6" at 300 dpi) of your team. This may be used in your write-up (in book or online) and in the creative production of our gala should you be a finalist or win the category.

**A-List & Creativity Awards 2022****THE ENTRY FORMS:  
IN-HOUSE AGENCY OF THE YEAR**

Although the instructions along the way are pretty straightforward and will walk you through the process of providing the appropriate information and uploading any necessary information supporting material, it's good to know what information you'll need to gather prior to entering.

Here's what you will need for the In-House Agency of the Year category:

**Company Name**

**Company Headquarters**

**Year Established**

**Number of Offices & Locations**

**Full-Time Headcount**

**Company Owners and In-House**

**Agency Principals**

**In-House Agency Background**

Tell us about your growth, your strengths and why your company/client sticks with an in-house agency despite an ocean of offerings out there. Tell us about your staff, your structure and how you work together and with the parent organization in terms of pitching ideas and getting them approved. Please note how you've contributed to the parent company's bottom-line and also indicate any ad agency partners you work with, crediting them appropriately for any work they've done. If you have IP projects or other revenue streams, please note them as well.

**In-House Agency Diversity**

Diversity will be a key factor in our evaluation of A-List agencies given the role it plays in innovative work, addressing the modern consumer and the needs of marketers today.

Please share as much concrete detail on your agency's breakdown in terms of gender, ethnicity, etc. to give us an accurate picture of your diversity and cultural makeup. Please include in your entry statistics on the diversity of your agency overall including percentages in upper-level leadership, the creative department as well as agency staff as a whole.

A strong entry will also show concrete data on how your agency's diversity has evolved this year compared to previous years. We'd also like to know what moves you have made to increase the number of BIPOC, women, LGBTQ+, persons with disabilities, and members of other marginalized groups in your agency.

**Portfolio**

Include examples of work from a minimum of three and up to six distinct campaigns that debuted and ran at any point between Dec. 1, 2020 and Dec. 31, 2021. Showing a range of work for projects improves your chances.

For each campaign or project you submit, please upload up to four samples (case study, photo, video, website) and describe in less than 350 words each, the assignment and the objective. Also, tell us what the execution—or, if it makes more sense, the campaign that it's a part of—achieved.

Please include ad metrics, such as recall and/or business results like sales or market share. The stronger the results, the stronger the submission will be with the judges.

The entries, as a whole, should give a thorough picture of the brief, idea, strategy, innovation and impact. Although video is not mandatory, it is preferred.

**Team Photo**

Please upload a large, high-resolution image (9" x 6" at 300 dpi) of your team. This may be used in your write up (in book or online) and in the creative production of our gala should you be a finalist or win the category.

## A-List & Creativity Awards 2022

# THE ENTRY FORMS: PRODUCTION COMPANY OF THE YEAR & A-LIST

Although the instructions along the way are pretty straightforward and will walk you through the process of providing the appropriate information and uploading any necessary information supporting material, it's good to know what information you'll need to gather prior to entering.

Here's what you will need for our Production Company of the Year category:

**Production Company Name**  
**Production Company Headquarters**  
**Year Established**  
**Number of Offices & Locations**  
**Full-Time Headcount**  
**Production Company Owners and Principals**  
**Highlight Reel**

In this section, include up to 10 spots/campaigns, case studies or films that represent what your company did best in 2021. Only work that debuted between Dec. 1, 2020 and Dec. 31, 2021 should be entered. This should not be a sizzle reel—it should contain full executions. Please indicate on the reel itself or in the field below, the director, production company, client/campaign name, agency (where applicable); first air date of each project. Please prioritize brand work, though you are free to include other projects if you think they are key to your story. Digital projects viewable on a link should be included in the highlight list below. Please only include official, not director's cuts, in the highlight reel. You will have an opportunity to submit director's cuts in the supplementary reel (see below).

In addition, please provide a Wiredrive link or the equivalent for backup. Failure to include any of the aforementioned may affect how the jury evaluates your submission.

Companies will be judged on the quality, breadth, and innovation of the work as well as other factors such as distribution of the work across the roster and the company's overall impact on the industry.

### Highlight List/Links

#### Highlight Reel Back Up (link)

Please provide a Wiredrive/Dropbox link or the equivalent for backup. Failure to include any of the aforementioned may affect how the jury evaluates your submission.

#### Year's Highlights

This section should explain, in detail, the accomplishments in the highlight reel above. How do the highlights paint a picture of your company's year? Did the work represent a push forward in terms of marketing innovation or industry craftsmanship? What unique challenges did your company/directors overcome in order to execute the work? How did the work move business? Testimonials from your directors/producers, as well as from agency or brand partners will be helpful.

Please detail any notable leaps by your company (revenue/billing increase) as well as by any of your directors/creative staff (big campaigns, career breakthroughs, other film-related projects).

Feel free to also note major projects outside of traditional advertising (films, branded content, work for online/the web, high-profile music videos, etc. Also include awards won (ad festivals, Emmys, Oscars, film fests, etc.).

Please provide a full list of all directors or talents on your roster. Make sure to note new director or principal/executive additions and departures since January 2021. You can include a separate link to additional background information on the new additions to staff.

#### Supplemental Reel (link)

Here you can upload a supplemental reel of work/projects from 2021, which will be used by the jury in case of ties, etc. You are free to add any director's cuts here as well. Please upload backup Wiredrive link or similar. If you include a supplemental reel, include any accompanying information in the latter part of the background document above.

#### Team Photo

Please upload a large, high-resolution image (9" x 6" at 300 dpi) of your team. This may be used in your write-up (in book or online) and in the creative production of our gala should you be a finalist or win the category.

**A-List & Creativity Awards 2022****THE ENTRY FORMS:  
AGENCY EXECUTIVE OF THE YEAR**

Although the instructions along the way are pretty straightforward and will walk you through the process of providing the appropriate information and uploading any necessary information supporting material, it's good to know what information you'll need to gather prior to entering.

Here's what you will need for our Agency Executive of the Year category:

**Agency Name**  
**Agency Headquarters**  
**Year Established**  
**Number of Offices And Locations**  
**Full-Time Headcount**  
**Type of Agency**  
**Agency Revenue 2019**  
**Agency Revenue 2020**  
**Projected Agency Revenue 2021**  
**Agency Owners and Principals**  
**Top Three Clients (by revenue)**

**Agency Executive Pitch**

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.

**Video (upload or link)****Additional Asset (upload or link)****High-Resolution Headshot****(upload or link)**