

A-List & Creativity Awards 2022

HOW TO ENTER THE CREATIVITY 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.

The information included in your entries should be publishable by the time the awards are unveiled in March 2022. Any notes saying “not for public” or “off the record” will be ignored. Please do not include information if you don’t consider it for public viewing. Any and all elements included in your entry forms can be used in your winning write-ups and in the creative production of our gala.

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. We do request you supply high-resolution files (as high-res as you have available) as some files may be used in your winning write-ups or in the production of our gala should you win. 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.

Go to AdAge.com/acawards2022 to complete your entry forms.

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THE ENTRY FORMS: WORK 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:

- Idea of the Year
- Experiential Idea of the Year
- Best Work for Good: Pro Bono
- Best Work for Good: Brand
- Tech Innovation of the Year
- Creative Data Campaign of the Year ^{NEW}
- Craft of the Year: Film/TV/Video
- Craft of the Year: Print/Design
- Craft of the Year: Digital Social
- Tiny But Mighty
- Best B-to-B Campaign of the Year ^{NEW}
- Content Campaign of the Year

Agency/Company Name

Agency/Company Headquarters

Full-Time Headcount

Type of Agency/Company

Pitch (350 words)

In 350 words or less, provide us with background on the campaign that includes:

- the client
- a description of the business challenge or problem addressed by the campaign
- a summary of the media or communications plan and description of the creative executions
- a summary of the campaign's results, including relevant metrics. Remember, an advertising/marketing campaign actually needs to do something for the client

Supporting Information

- Please upload a video, images and all supporting info that best represents your advertising/marketing effort.
- Video sample (upload or link)
- Work samples (maximum of 3)

All information included in your entry form is considered publishable. Please submit high-resolution files. Go to [AdAge.com/acawards2022](https://www.adage.com/acawards2022) to complete your entry forms.

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THE ENTRY FORMS: PEOPLE 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:

- Chief Creative Officer of the Year
- Creative Director of the Year
- Creative of the Year
- Social Lead/Community Manager of the Year^{NEW}
- Chief Strategy Officer of the Year
- Strategic Planner of the Year
- Media Planner of the Year
- Account Manager of the Year
- Diversity and Inclusion Champion of the Year

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, or 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)

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THE ENTRY FORMS: CREATIVE MARKETING CATEGORIES

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Here's what you will need for:

- Brand Manager of the Year
- Brand CCO of the Year^{NEW}
- Social Marketer of the Year^{NEW}
- Founder of the Year

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 the person who stands out the most in their respective category in 2021. Please be sure to include creative insights or breakthroughs advanced by the nominee. Relevant metrics, adoption of the nominee's idea, actual sales figures, societal or other kinds of impact, etc. Any relevant financial information, including revenue, profit, funding rounds, etc.

Assets (maximum 3)

High-Resolution Headshot (file upload or link)

All information included in your entry form is considered publishable. Please submit high-resolution files. Go to AdAge.com/acawards2022 to complete your entry forms.

Here's what you will need for:

- Brand CMO of the Year

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)

Tell us about your executive's leadership qualities and what she or he has done to make change and drive business results for the agency.

A successful CMO of the Year entry will show not just competent leadership and good management but an achievement or achievements of note in building, resuscitating or repositioning a brand. Promising candidates will have demonstrated ingenuity, innovation, and creativity in their role, evident not just in the work they signed off on but in ideas that they themselves contributed.

Video Asset (upload or link)

High-Resolution Headshot (file upload or link)

All information included in your entry form is considered publishable. Please submit high-resolution files. Go to AdAge.com/acawards2022 to complete your entry forms.

Here's what you will need for:

- Best Rebrand of the Year^{NEW}
- Best ROI: Work that Works
- Best Product Launch of the Year
- Best Brand Launch of the Year
- D-to-C Brand of the Year

Nominator's Name

Nominator's Title

Nominator's Company

Nominator's Email

Pitch (350 words)

In 350 words or less, describe the history of the campaign, the strategy behind it and the impact it had on its client's business. Be sure to include metrics and relevant data that clearly prove the campaign's effectiveness and success.

For D-to-C Brand of the Year, tell us about your company, its D-to-C strategies and how those have led to your business' success. Please include before-after data and any relevant metrics on how the company fared in the market over the past year. Also, how has the past year's success influenced your strategy for the near future?

Important to note: Any information you include here may be published and any notes of information being confidential or off the record will be ignored.

Assets

Please include up to three assets that show and explain the work in detail and also clearly illustrate its impact. You are free to also include video testimonials that can speak to the effectiveness of the campaign.

Please see A-List categories for Production Company of the Year.

All information included in your entry form is considered publishable. Please submit high-resolution files. Go to AdAge.com/acawards2022 to complete your entry forms.

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THE ENTRY FORMS: PRODUCTION 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.

Please see [A-List categories](#) for Production Company of the Year.

Here's what you will need for:

- Agency Head of Production of the Year^{NEW}
- Agency Producer of the Year
- Director of the Year
- Director to Watch

Nominee's Name

Nominee's Title

Nominee's Company

Nominee's Email

Nominator's Name

Nominator's Title

Nominator's Company

Nominator's Email

Highlight Reel (upload)

Submit up to five spots/campaigns, case studies or films that show your company's top projects of 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 client/campaign name, agency (where applicable), and first air date of each project. Please prioritize brand work, though you are free to include other projects if you believe those help to tell your year's story.

Highlight Reel Backup 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.

Background Information

The work likely could speak for itself, but please provide background information on the highlights above to give jurors a broader picture of the nominee. The information you provide should detail why the nominee is worthy of the award. What were the challenges of each project and how did the nominee's skills and vision contribute to the success of each project? Testimonials from agency, production or brand partners are welcome. Besides the work, what other leaps did this talent make career-wise in the past year? Feel free to note any additional accomplishments not included in the reel above.

Supplemental Reel

Feel free to include link to any additional highlights. The jury will rely largely on the highlight reel but may use this to evaluate candidates in the case of a tie.

High-Resolution Headshot (upload or link)

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THE ENTRY FORMS: PRODUCTION CATEGORIES (CONT'D)

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:

- Editorial Company of the Year
- VFX Company of the Year
- Music & Sound Company of the Year

Company Name

Company Headquarters

Year Established

Full-Time Headcount

Company Owners and Principals

Highlight Reel

Submit up to five spots/campaigns, case studies or films that show your company's top projects of 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 client/campaign name, agency (where applicable), and first air date of each project. Please prioritize brand work, though you are free to include other projects if you believe those help to tell your year's story.

Highlight Reel Backup

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.

Highlight List/Links

Year's Background

Use this section to provide background on the accomplishments in the highlight reel above. Note the talent involved in the projects, explain the challenges of each particular project, how your company impacted the project overall. It will be helpful to the jury to include any background from your editors, as well as testimonials from directors, agency or brand partners on the project as to how your contributions impacted the work. Feel free to note any key accomplishments not included in the reel above.

Supplemental Reel (upload)

You are free to upload a supplemental reel of work/projects from 2021, which will be used by the jury in case of ties, etc.

Backup Supplemental Reel (link)

High-Resolution Headshot (upload or link)

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.

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