

# AGENCY CULTURE: SUBMISSION GUIDELINES

## Overview

This is a talent business, and every agency wants nothing more than to be able to boast that it's a stimulating, exciting and fun place to work, with meaningful benefits and interest in employee well-being. After all, the best talent will churn out the best work for clients. Another thing that sets apart agencies in local ad markets is their impact on and relationship with the local community. For this award, we don't want to honor the shop with the best pingpong table. We want to honor the shop that makes employees proud to show up at work each day, confident in the company's identity and purpose.

**Also, all information included should be publishable by the time the awards break in July 2022. Any information noted as "not for public" or "off the record" will not factor into the juries' evaluation.**

## Submission questions

### General questions

Your first name

Your last name

Your email address

**Agency or representative:** Are you from a PR shop (or other third-party representative) entering on behalf of an agency or campaign?

- Yes
- No, I'm from the agency.
- Title\*
- Entry category

### Agency questions

- Ad agency name
- Ad agency full-time head count
- Ad agency HQ address

### Agency Culture

**Agency culture:** Describe the mission, mantra or vibe of your agency. Provide examples of employee perks and tell us what your company means to the local community and any ways it helps your town/city. We want to hear what's unique about your office (500 words).

**Employee statement 1:** Provide a statement from a staffer who is not a C-suite exec.

**Employee statement 2:** Provide a statement from a staffer who is not a C-suite exec.

**Photo #1:** Show us what's unique about your office.

**Photo #2:** Show us what's unique about your office.

**Optional video:** Feel free to upload a short video that highlights your culture.

\*For title, please provide agency name.