

2022 AD AGE LEADING WOMEN RISING STAR SUBMISSION GUIDELINE FAQs

What is Ad Age's Rising Star program?

For more than 20 years, the Ad Age Leading Women program (known as Women to Watch prior to 2020) has celebrated women who create opportunity and drive transformation within the industry. It's been our privilege to watch these women continue to succeed; many of them are now industry icons in their own right.

This year we want to shine a spotlight on women who are marking their mark on the advertising, marketing and media world, showing the promise and potential of great leadership in the short time they have been in the industry.

When do nominations begin?

Submissions will open April 27, 2022 and close June 8, 2022. The link to enter can be found on the AdAge.com/LWRisingStar site.

Who is eligible?

We are looking for women who reside and work anywhere in the world, focusing on talent in the fields of marketing, advertising, media and tech.

Candidates must have only been with their current company for 1-3 years in a non-managerial role. Their position must impact marketing or advertising in some way.

What does the entry form require?

We request that you submit a compelling 350-word summary in English addressing why you or your nominee deserves our Rising Star honor. Please also submit a headshot. Note: We are looking for meaningful or measurable accomplishments within the past 12 months.

How can I nominate someone?

Nominations must be submitted online at AdAge.com/LWRisingStar. Entries are free.

Will I be informed if my nominee was not selected?

We try to reach out to all entrants to let them know if they were selected or not. However, we cannot guarantee you will be notified if you were not chosen.

Can I just call you or send you an e-mail with the name of the person I'd like to nominate?

No. We need to have the online entry form filled out, including contact information for the person you are nominating.

Can I self-nominate?

Absolutely! Judges look at those who self-nominate in exactly the same way as someone who was nominated.

I want to nominate my colleague, but would it be better if someone higher up nominated her? Can I nominate a family member?

You can nominate anyone you feel deserves the Rising Star honor. The nominator doesn't weigh into the judging process; we use the nominator information to help gather info should your nominee be chosen.

What is required of those who are selected?

Candidates who are selected must make themselves available for an interview with a reporter if applicable. Not all honorees are contacted before the announcement. Honorees will be asked for a recent headshot and any other pertinent information our reporters need to do a write-up.

Can I contact you to see how my nominee is doing in the judging process?

No. We don't give status reports. If we need any further information, we will contact you. Please be patient.

I was not picked for Rising Star. Can you tell me why?

With many candidates and only a limited number of honorees, the majority of hopefuls will not be chosen. We cannot explain why you weren't picked because it won't be for any one reason and may be for reasons that have to do with presenting a diverse range of professions and industries.