

2023 SMALL AGENCY AWARDS: FAQS

What do I need to begin?

First, review the submission questions online at AdAge.com/SAA2023 before you enter.

Here are submission guidelines for our 2023 award categories:

- [Agency, Design, Experiential, Media, Newcomer, PR and Purpose-Led Agency of the Year guidelines](#)
- [Campaign of the Year guidelines](#)
- [Agency Culture guidelines](#)
- [People guidelines](#)

Before you begin the entry process, gather the necessary information and campaign samples. You will need to provide the following:

- **Agency name**
- **Agency size** (number of employees)
- **Agency revenue** (2021, 2022 and this year's projected revenue)*
- **Contact information** (address, emails, etc.)
- **Campaign samples:**
 1. Campaign description
 2. Campaign files (images, video, audio, PDF, PPT, DOC, XLS); direct uploads cannot exceed 2GB

Gathering all of the entry information and sample files ahead of time will ensure a smooth contest entry.

Also, all information included should be publishable by the time the awards break in July 2023. Any information noted as “not for public” or “off the record” will not factor into the juries’ evaluation.

** The entry forms ask for revenue figures and we will still be requiring them. However, given current economic headwinds, no entry will be penalized for showing a loss. This is a hard time to win new business and convince clients to spend more, so rest assured that a dent in your financial column will not rule you out from being considered for an award. What counts, as always, is your creative product, your strategic thinking, your outcomes for clients and your responsiveness to your employees.*

What kinds of agencies are eligible for the Small Agency Awards?

All kinds, as long as they meet the size and ownership requirements. After many discussions with the small agency community about what constitutes a “not big” shop, we established awards in three size categories: 1-10 staffers, 11-75 staffers, and 76-150 staffers. All disciplines are welcome, including full-service ad agencies as well as design, digital, direct, media, mobile and promo agencies, or combinations thereof.

Do I need to be independent?

Entrants must be majority independently owned, or in other words, at minimum 51% privately held. Agencies that are not eligible are those that are either majority or fully backed by a holding company (by this we mean firms like WPP, Omnicom Group, Publicis Groupe, Interpublic Group of Cos., Havas, Aegis or MDC Partners) or other firm, such as a publisher, marketer, etc.

Can international agencies enter the Small Agency Awards?

As of last year, international agencies are now eligible to enter many of our categories. In the past, international agencies were only able to enter our International Agency of the Year category. Categories including Experiential, Media and Newcomer Agency of the Year, all campaign categories, Executive of the Year and our Agency Culture category are now open to international entrants. Please note that all submissions should be written in English.

What kind of work is eligible?

All kinds, including TV spots and campaigns, experiential, web videos, branded content, design (product, package, graphic, motion, experience, retail, etc.), websites, games, apps, social media, and other stuff that’s harder to define: new distribution ideas, new ways to engage a community, etc. We ask that you enter only bona fide work for a real client of your agency that was actually produced and/or ran in a media environment. Please do not enter work that was created only to run in award shows. If judges raise any flags, we will be following up and we’ll disqualify bogus work (e.g., work not approved by a client, work done for a client you don’t have, ads that were run once, at 3 a.m. in Bend, Oregon, so they would be eligible to enter in Cannes, etc.). Campaigns should have run between Jan. 1, 2022, and March 1, 2023.

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Are PSAs eligible?

Yes; in fact, we have a special category just for pro bono work.

Are B2B campaigns eligible?

Yes; we also have a special category just for B2B work. And if you feel it's good enough to stand out among consumer-focused work (and it's integrated), you can enter it in the Campaign of the Year: Integrated category as well.

Are experiential campaigns eligible?

Yes; we have Experiential Agency of the Year and Campaign of the Year: Experiential categories to recognize experiential shops and campaigns.

Are individual agency folks eligible?

Yes! We are excited to bring back our people categories to recognize and celebrate the people behind small agency success. And in addition to Creative of the Year, Account Manager of the Year, Media Planner of the Year and Strategic Planner of the Year, we are introducing a new category for 2023—Executive of the Year.

How much does it cost to enter?*

Entry fees are as follows:

- **Agency of the Year: 1-10 Employees: \$300**
- **Agency of the Year: 11-75 Employees: \$345**
- **Agency of the Year: 76-150: \$400**

- **Design Agency of the Year: \$345**
- **Experiential Agency of the Year: \$345**
- **Media Agency of the Year: \$345**
- **Newcomer of the Year: \$345**
- **PR Agency of the Year: \$345**
- **Purpose-Led Agency of the Year: \$345**
- **Campaign of the Year - B2B: \$345**
- **Campaign of the Year - Digital: \$345**
- **Campaign of the Year - Experiential: \$345**
- **Campaign of the Year - Health Care: \$345**
- **Campaign of the Year - Integrated: \$345**
- **Campaign of the Year - Media: \$345**
- **Campaign of the Year - Pro-Bono: \$345**
- **Best Agency Culture: \$345**
- **Executive of the Year: \$345**
- **Account Manager of the Year: \$345**
- **Creative of the Year: \$345**
- **Strategic Planner of the Year: \$345**
- **Media Planner of the Year: \$345**