

2023 BREAKOUT BRAND LEADERS SUBMISSION GUIDELINE FAQs

What is Ad Age's Breakout Brand Leaders program?

Breakout Brand Leaders is a new award from Ad Age to honor individuals who are driving the marketing success of up-and-coming brands today. From those leading challenger brands that successfully take on giants in well-established categories to people creating innovative brands in new categories, the honors will identify executives who are propelling growth using marketing and advertising.

When will Ad Age publish the 2023 class of honorees?

All winners will be profiled in an Ad Age special report to be released November 2023.

When do nominations begin?

The nominations open April 10, 2023 and close June 5, 2023. The link to enter can be found at AdAge.com/events and on the AdAge.com/BrandLeaders award site.

Who is eligible?

We are looking for leaders at brands, companies or startups that have experienced business success in the past 12 months where marketing and media strategies have played a significant role. Individuals can reside and work anywhere in the world, but must work in-house at the brand/company.

What are the qualifications for Breakout Brand Leaders?

Executives who are propelling growth at up-and-coming brands using marketing and advertising can have a marketing/media title, but it's not mandatory. Breakout Brand Leaders can include founders or those in other positions that significantly contribute to go-to-market strategies.

There are no firm requirements on the age of the brand; we will consider people leading newer brands as well as those who have turned around older companies that have experienced recent growth and popularity.

Entrants should demonstrate how their brand is successful by citing metrics, which could include market share gains, sales gains, growth in investment or other similar data. They should also cite examples of marketing or new innovation that has helped propel the brand and describe the candidate's role in shaping this.

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 Breakout Brand Leaders honor. Please also submit a headshot.

Note: This is not a lifetime achievement award nor is it an award for the brand/company itself; specifically, we look for meaningful or measurable accomplishments by an individual within the past 12 months.

How can I nominate someone for Breakout Brand Leaders?

Nominations must be submitted online at AdAge.com/BrandLeaders. The entry fee is \$350.

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.

If I have not heard from Ad Age by August, does that mean my nominee was not selected?

That would be a fair assumption, but there may be delays in notifications. For questions please reach out to awards@adage.com.

Can I just call you or send you an email 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 boss, 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 Breakout Brand Leaders honor. The nominator doesn't weigh into the judging process; we use the nominator information to help gather info should your nominee be chosen.

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How does the judging process work?

After we receive nominations, reporters and editors vet the candidates. The editors and reporters then hold a series of meetings to determine which candidates will be chosen, usually from a pool of 100+ nominees. We strive to come up with a diverse list that represents a broad spectrum of the industries we cover.

What is required of those who are selected?

Candidates who are selected must make themselves available for an interview with a reporter if applicable. Honorees will be asked for a recent headshot and any other pertinent information our reporters need to do a write-up for the issue. The editorial and awards teams will reach out to honorees via the contact information supplied in the entry form. We will also host the Ad Age Business of Brands event in November 2023 and you will be invited to attend the event.

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 Ad Age Breakout Brand Leaders. Can you tell me why?

With hundreds of 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 companies and industries.