

# A-List & Creativity Awards 2020

## General FAQ

### **What are the A-List & Creativity Awards?**

The coveted Ad Age A-List & Creativity Awards honor the forward-thinking leaders, top agencies and creative innovators in the industry today. The long-running A-List is handpicked by the editorial staff at Ad Age, who comb through hundreds of submissions. The Creativity Awards are chosen by esteemed juries led by Ad Age.

### **What's new this year?**

We have expanded the Creativity Awards to include a dedicated Production section. It will include our ongoing Production Company A-List as well as honors for various individuals and top post-production companies. We have also updated our Creativity Business categories to include 3 (three) new categories.

### **Can you tell me more about the Creativity Production awards?**

The Production Company A-List will feature a Production Company of the Year along with 9 additional companies on the A-List and 10 Standouts, and, should the judges see fit, additional Production Company to Watch honors.

### **Are the A-List Agency of the Year awards U.S. only?**

Agency of the Year, Media Agency of the Year, In-House Agency of the Year and Multicultural Agency of the Year are U.S.-only. International Agency of the Year, Creative Agency of the Year, Design Agency of the Year, and Data/Analytics Agency of the Year are open to agencies anywhere in the world.

### **Are the Creativity Awards U.S. only?**

The Creativity Awards are open to anyone anywhere in the world.

### **What types of agencies are eligible for the A-List?**

The A-List itself, represented by the Agency of the Year category, is open to agencies representing any advertising discipline. Agency of the Year, Media Agency of the Year and Multicultural Agency of the Year are open to U.S.-based advertising agencies or agency networks of any size. For the purposes of these categories, please do **NOT** enter offices in separate cities as distinct entries.

### **Can I enter more than one Agency of the Year category?**

Those entering Media Agency of the Year and Multicultural Agency of the Year will automatically be considered for Agency of the Year and the core A-List of 9 (nine) more honorees.

### **Can integrated agencies enter the A-List?**

Yes. A-List categories are open to integrated agencies. Any shops that move the needle for marketers in creative ways and had a particularly good year are encouraged to enter.

### **Our U.S. Agency did some overseas work; can I still submit for Agency of the year?**

In order to qualify for Agency of the Year, the work has to have been created by a U.S. agency. It doesn't necessarily have to have run in the U.S. For example, there are U.S. agencies that have created interesting work for international clients and markets that did **NOT** run in the U.S.

### **Can I mark something as confidential or for judging purposes only?**

No. Anything in an entry should be considered potentially public information. There's no space for explicitly confidential information, and we ask entrants to anticipate that anything in their entry could become public—mostly because we don't want to wind up trying to honor a winner without being able to tell anyone why we want to honor them.

(CONT'D ON NEXT PAGE)

# A-List & Creativity Awards 2020

## General FAQ cont'd

### **Why are you asking for revenue information?**

We use the revenue and financial information in your entry form to help gauge the health of your agency/company. We don't typically dive deep into everyone's financials when we write up our honorees, but we also can't honor entrants for reasons we can't disclose to readers—we can't say, "they had a great year (trust us)."

### **Do I have to disclose revenue information?**

Yes. The revenue questions are required for the categories that have those questions included in the entry form. Agencies that don't disclose revenue are at a disadvantage compared with agencies that do, as we don't know enough to evaluate those who don't disclose this information.

### **Can I submit a duo for Agency Executive, Brand CMO or any of the Creativity Awards People categories?**

We will accept 2 (two) people in one nomination as long as they share the same title at the agency/company. For example, co-CEOs are fine to enter together. However, executives with different titles would need to enter separately.

### **What are the technical specs for A-List & Creativity Award entries?**

We want you to supply the best of what you have, which is why we don't have any real specification requirements for the files you upload. Please note that our award system does require all direct uploads to be 2gb or less. If your file is larger than 2gb, please supply a link.

### **Is there a preferred length for reels/videos?**

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. Although you should fulfill the requirements for the category you are entering, please keep your reel lengths as short as they need to be. 2-5 minutes is good; anything nearing 10-15 mins is too long. Those entering the Production categories for the Creativity Awards should provide what is required in the entry form regardless of length. Also, the system will only accept direct uploads 2gb and less. For anything larger, please supply a link.

### **Who judges the A-List & Creativity Awards?**

All A-List categories as well as Production Company of the Year (in Creativity) are judged by the editors of Ad Age. The Creativity Awards are chosen by juries curated and led by Ad Age. You will find a listing of this year's judges on the program site: [AdAge.com/acawards2020](http://AdAge.com/acawards2020).

### **When will A-List Awards winners be notified?**

A-List winners will be notified by mid-February 2020.

### **When will Creativity Awards finalists be notified?**

Creativity finalists will be announced online mid-February 2020. Creativity production award finalists will be notified early February.

### **Will I be informed if my agency/nominee was not selected?**

We do our best to let all entrants know. If it's late February and you have not heard from us, please contact Nicole Nelson at [nnelson@adage.com](mailto:nnelson@adage.com) to check on the status of your entry.

### **Can an agency or person be honored as an A-List and Creativity Awards winner over multiple years?**

Yes. As long as the agency, company, person or work fits the eligibility requirements for the category you are entering, you can enter every year.

# A-List & Creativity Awards 2020

## General FAQ cont'd

### **What is the deadline and how much does it cost to enter the A-List & Creativity Awards?**

There is a tiered entry fee structure for each program. Early pricing is \$395 per category and ends October 23, 2019 at 11:59pm EDT. Regular pricing is \$450 per category and ends November 26, 2019 at 11:59pm EST. The final price deadline for all A-List categories is \$600 per category and all entries must be received by December 19, 2019 at 5pm EST. To see all pricing and deadlines, please visit: [AdAge.com/acawards2020](http://AdAge.com/acawards2020).

### **Can I mail a physical entry form?**

No. Only entries entered via our entry portal on [AdAge.com/acawards2020](http://AdAge.com/acawards2020) will be considered.

### **Can I pay by check?**

Credit card payment via the online entry portal is preferred, but if you'd like to be invoiced and provide a check or wire transfer payment, please email Nicole Nelson at [nnelson@adage.com](mailto:nnelson@adage.com).

### **When will the A-List & Creativity Awards Gala be held?**

Our annual A-List & Creativity Awards Gala will take place in April 2020. The exact date will be announced soon. Stay tuned at [AdAge.com/events](http://AdAge.com/events).

### **Can I enter work into more than one category?**

Yes. As long as you meet the entry requirements for the categories you'd like to enter, you can enter as your work into as many categories as you'd like.

### **I entered work into the A-List & Creativity Awards program in 2019; can I re-enter again this year?**

All information included in the entries for the 2020 A-List and Creativity Awards is limited to any achievements that occurred or work that broke between Nov. 1, 2018 and Dec. 31, 2019.

### **I've started my entry but still need to gather some more information/materials; will I lose what I've entered so far?**

The entry portal will not save your work unless you click the "Save" button at the bottom of the entry page before you exit. You can always return at a later time to finish entering your work. The program deadlines are dependent on when you finalize your entry, not when you started entering your information.

### **If my entry is awarded, what information is displayed online and at the awards gala?**

Anything you include could be publishable at the time you are named a finalist and/or winner. We usually include snippets of the media you entered in your submission along with a write-up and credits. In most cases, we draw specifically from the actual work, not from case studies or reels. Someone will be in touch should we need additional assets.

### **Where can I purchase Ad Age issues, badges, additional awards and marketing items should I win?**

For all marketing collateral along with special orders for copies of the A-List & Creativity Awards issue, please contact Laura Picariello [lpicariello@adage.com](mailto:lpicariello@adage.com).

**If you have a question not answered here, please contact Nicole Nelson at [nnelson@adage.com](mailto:nnelson@adage.com).**