

A-List & Creativity Awards 2020

Creativity Awards general requirements

All information included in the entries for A-List and Creativity Awards is limited to any achievements that occurred or work that broke between Nov. 1, 2018 and Dec. 31, 2019. Also, all information included should be publishable by the time the awards break in spring of 2020. Any information noted as “not for public” or “off the record” will not factor into the juries’ evaluation.

Please be mindful of all the requirements of each category and make sure to enter your work, people or companies into the appropriate category. In the rare case—up to the discretion of each category’s particular jury—the jury may opt to move an exceptional entry into what they deem to be the appropriate category if they feel it was entered into the wrong category.

2020 Creativity Awards categories:

Work

- Idea of the Year
- Experiential Campaign of the year
- Content Marketing of the Year
- Best Work for Good
- Tech Innovation of the Year
- Craft of the Year
- Tiny but Mighty

People

- Chief Creative Officer of the Year
- Creative Director of the Year
- Creative of the Year
- Chief Strategy Officer of the Year
- Strategic Planner of the Year
- Media Planner of the Year
- Brand Manager of the Year
- Account Manager of the Year
- Diversity and Inclusion Champion of the Year

Production ^{NEW}

- Production Company of the Year & A-List
- Agency Producer of the Year ^{NEW}
- Director of the Year ^{NEW}
- Director to Watch ^{NEW}
- Editorial Company of the Year ^{NEW}
- VFX Company of the Year ^{NEW}
- Music and Sound Company of the Year ^{NEW}

Business

- Best ROI: Work that works ^{NEW}
- Best Launch of the Year ^{NEW}
- Visionary/Founder of the Year
- D-to-C Brand of the Year ^{NEW}

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Work categories:

Idea of the Year

This category represents the best of the best and honors the year's most innovative advertising/marketing effort that was also high-impact and effective. This category is open to all formats: an outstanding print or outdoor campaign that redefines the category and moves business has as strong a chance as a complex integrated push with a number of different moving parts. Work that debuted and ran anywhere in the world between Nov. 1, 2018 and Dec. 31, 2019 is eligible. Juries will reserve the right to consider outstanding work/campaigns entered into other categories for Idea of the Year if they are not already entered here.

Experiential Campaign of the Year

What are brands doing out there, in the real world, to get consumers talking about them? This category celebrates advertising/marketing/communication that has demonstrated innovative ways of interacting with consumers in the real world (using any kind and combination of media) to enable consumers to "live" the brand, not just read about it or see it. It's open to experiential efforts that debuted and ran anywhere in the world between Nov. 1, 2018 and Dec. 31, 2019.

Content Marketing of the Year

This category recognizes creative uses of storytelling on any number of platforms—such as long-form films, branded content and native advertising on publishing sites. While today, many would consider traditional ads like spots or print ads to be "content," work that will win in this category represents the sort of storytelling you would not expect to find within a traditional ad buy. It is open to content-marketing efforts that debuted and ran between anywhere in the world between Nov. 1, 2018 and Dec. 31, 2019.

Best Work for Good

The Best Work for Good category recognizes campaigns or work created with social good in mind. It celebrates marketing ideas/advertising/initiatives that have a positive impact on society —while also showing that being good is good for business. It is open to creative work with a humanitarian or sustainability bent that debuted and ran anywhere in the world between Nov. 1, 2018 and Dec. 31, 2019. Work for paying clients and work done pro bono are both eligible. The jury may opt to award double honors for both client-sponsored and pro bono efforts if they find worthy candidates in each category.

Tech Innovation of the Year

Tech Innovation of the Year will honor the best campaign/idea that leveraged emerging technologies and/or any of the digital platforms (voice, A.I., gaming, A.R., V.R., social media, data, etc.). The winner will not have just used tech for tech's sake but also delivered a marketer's message in a powerful, creative and effective way. The category is open to work/ideas that debuted and ran anywhere in the world between Nov. 1, 2018 and Dec. 31, 2019.

Craft of the Year

Work honored in this category will demonstrate to most exceptionally and artfully crafted advertising/marketing communication, tied to a powerful brand message. It's open to the span of categories, whether it be film, digital or print. The work should speak for itself, but a behind-the-scenes, explainer video and/or backgrounder detailing the efforts involved in making the beautiful, seamless work will be helpful in presenting your case. The category is open to work that debuted and ran anywhere in the world between Nov. 1, 2018 and Dec. 31, 2019. Judges will honor up to three winners total, in up to three forms of media total.

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Awards

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Work categories continued:

Tiny but Mighty

This category celebrates the best of tiny but mighty attention grabbers, work that on the surface seems small but ultimately, made major impact for a brand. Work submitted here can include but is not limited to short social posts, GIFs, a logo change, audio mnemonics, tweets or a Twitter campaign, branded memes, pre-roll clips or any “small” ad unit. If video, nothing longer than 15 seconds—at least nothing longer than 15 seconds before a “skip” option appears. (The best entries in that scenario will either convince viewers to stay past the skip or complete their mission in fewer than 15 seconds.) Creativity and effectiveness both count. The category is open to work that debuted and ran anywhere in the world between Nov. 1, 2018 and Dec. 31, 2019.

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Creativity Awards general requirements cont'd

People categories:

Chief Creative Officer of the Year

Chief Creative Officer of the Year is open to any individual top-level creative leader within an agency. Promising candidates will have demonstrated outstanding creative leadership in building/nurturing creativity across not just the creative department, but the entire agency. Entries should illustrate this through the work, testimonials, etc. The jury will have an option to award multiple honors based on the breadth of the candidate's responsibilities. For example, if jurors determine that a global CCO and a single-office CCO each demonstrate excellence worthy of an honor, but believe their scope differs too much to compare them directly, jurors will have the option to award both.

Creative Director of the Year

Creative Director of the Year is open to any level of creative director (CD/ACD/ECD etc.) in an agency (traditional or in-house). Contenders will have demonstrated standout creative leadership that has helped to nurture both a standout team and standout work. Entries should illustrate this through portfolios, testimonials, etc. Note: This is **NOT** open to chief creative officers. Chief creative officers should be entered in the Chief Creative Officer of the Year category. Creative teams may enter as a duo.

Creative of the Year

Creative of the Year is open to copywriters, art directors, digital creatives, and other creative individuals at agencies or in-house practices who have conceived groundbreaking ideas that moved the needle creatively, and for business. Note: This category excludes creative directors, group creative directors, exec creative directors, associate creative directors. For those entrants, please see Creative Director of the Year. Creative teams may enter as a duo.

Chief Strategy Officer of the Year

This award will honor an agency's top-level strategy exec of more than ten years who most successfully amplified clients' business through innovative and effective strategic initiatives. The honoree will also have demonstrated top-notch leadership and team-building skills that have empowered his or her agency's entire team—not just those in the strategy department. Entries should illustrate this through the work, testimonials, etc.

Strategic Planner of the Year

Strategic Planner of the Year is open to strategy executives at advertising, media and PR agencies. Promising candidates will have demonstrated a talent for homing in on powerful insights and helping to turn them into groundbreaking ideas and work. Entries can include portfolios, reels, case studies, testimonials, etc. The jury may opt to award multiple honors based on experience level of promising candidates.

Media Planner of the Year

Media Planner of the Year is open to media planners at advertising, media and PR agencies. Promising candidates have demonstrated a flair for bringing innovation to media planning. They've leveraged the vast media offerings in unexpected ways to successfully communicate a brand's message and deliver an engaging brand experience—in ways perhaps we've never seen before. Entries should be backed up with case studies, reel, testimonials, etc. that illustrate how the entrant's work made a direct impact on a specific campaign, brand or product launch. Specificity is key—the entries should show the jury exactly how the entrants had a significant impact on the work and business. The jury may opt to award multiple honors based on experience level of promising candidates.

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People categories continued:

Account Manager of the Year

This category will honor an account-side team member who demonstrated exceptional prowess in protecting, selling and helping to shape standout creative ideas that ultimately had huge impact for a client's business. Submissions can include background information, case studies, testimonials (from agency and client teams) that will prove that without this person's leadership, a great campaign (or more) would not have seen the light of day. It's open to any account staffer within an agency.

Brand Manager of the Year

This category will honor marketing executives or creative executives on the client side who have demonstrated standout innovation in marketing/advertising. Entries should show this through the work the marketer delivered in 2019, as well as through other moves or accomplishments that reflected out-of-the-box thinking. **Important:** CMOs and executives with similar titles who lead their entire companies' marketing operations are not eligible for this category and should enter the A-List's Brand CMO of the Year category instead.

Diversity & Inclusion Champion of the Year

This category will honor anybody, from brands' executive level to agency creative directors, who demonstrated exceptional creativity and impact in making the marketing and ad industries more inclusive. Their contribution may be a "small" idea or a major mandate to business partners, but ideally, the jury will honor the candidate whose contributions made real impact. Creativity matters, but results, or the potential for results, matter most. Entries should show this through work, as well as through ideas and other moves or accomplishments that moved the diversity and inclusion needle in 2019. The entry form will require you to provide relevant campaign examples, results and/or metrics to back up your pitch.

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Production categories ^{NEW}:

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.

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.

Production Company of the Year: 1-10 and 10 standouts

Production Company of the Year / Production Company A-List will celebrate the industry's finest in production storytellers based on the quality, breadth, innovation and impact of their work. The category is open to all production companies (traditional/ digital/experiential). Each company should submit a single entry comprising the best work from across all its offices. This award will be judged by Ad Age's editorial team.

Agency Producer of the Year ^{NEW}

Agency Producer of the Year will celebrate producers on the agency side who were instrumental in to realizing the year's best and most challenging marketing messages and ideas. The jury will have the option to award up to two honors to recognize both production talents at various levels of seniority, from production department heads to junior producers. A promising submission will illustrate the producer's contributions to each notable campaigns and what they were able had to pull off to ensure its success. In the case of senior executives, the entry should also illustrate the impact of the candidate's leadership on the agency's creative output this year. Specific background information on what the nominee brought to the table will be important in helping the jury's evaluation. This award will be judged by our jury of edit staff and top agency and production executives.

Director of the Year ^{NEW}

The Director of the Year honor celebrates the year's most masterful, innovative and groundbreaking directing talent. The winner's work demonstrates excellence of craft, uniqueness of vision and impact on advertising and marketing as well as the broader cultural world. The award is open to traditional film, digital, new-media and experiential directors. This award will be judged by our jury of edit staff and top agency and production execs.

Director to Watch ^{NEW}

The Director to Watch category celebrates the industry's most promising budding talent in the director's chair. The category is open to directors who have been working professionally in advertising for five years or fewer. As with the Director of the Year category, the winner's work should demonstrate excellence of craft and uniqueness of vision as well as potential for impact on advertising and marketing as well as the broader cultural world. The award is open to traditional film, digital, new-media, and experiential directors. This award will be judged by our jury of edit staff and top agency and production executives.

Editorial Company of the Year ^{NEW}

Editorial Company of the year honors the year's top editorial company, based on the quality, innovation, impact and breadth of its work from 2019. The honor is open to all editorial shops as well as postproduction shops that include editing in their offerings. Companies should submit a single entry comprising the best work of all its offices. his award will be judged by a jury of edit staff and top agency and production executives.

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Production categories continued:

VFX Company of the Year ^{NEW}

VFX Company of the Year celebrates the year's most accomplished visual effects company, based on the quality, craftsmanship and innovation of the work, breadth of artistry, and impact on the industry and broader filmmaking world. The honor is open to all VFX shops as well as postproduction shops that include VFX in their offerings. Companies should submit a single entry comprising the best work of all its offices. This award will be judged by our jury of edit staff and top agency and production executives.

Music and Sound Company of the Year ^{NEW}

Music and Sound Company of the Year honors the company with the most innovative and impactful contributions to advertising in 2019 in the area of music and sound design. It is open to all music and sound companies as well as post production firms that include music/sound in their offerings. Companies should submit a single entry comprising the best work of all its offices. This award will be judged by our jury of edit staff and top agency and production executives.

All program info and the online portal for entry can be found at [AdAge.com/acawards2020](https://www.adage.com/acawards2020).

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Business categories:

Best ROI: Work that works NEW

This category will honor innovative creative work or campaigns that demonstrated remarkable business results for a client. Entries should include the work itself as well as background information and publishable metrics detailing how that campaign's innovative work and approach propelled a client's sales or significant business success in 2019.

Best Launch of the Year NEW

The Best Launch of the Year category will honor the most promising product or company in 2019, based on the innovation of the idea, the marketing and promotion around it as well as subsequent reception or success in the market so far. Entries should detail the thinking behind the product or company, how it's filling a need in the market and how it stands out among the rest of the competition (if competition exists).

Visionary/Founder of Year

This category will honor a company founder whose creative, game-changing thinking in building and steering his/her company (or companies) this year inspired the industry and other businesses as a whole to think bigger and more innovatively. Entries will be judged based the leader's work and impact from 2019.

D-to-C Brand of the Year NEW

Successful direct-to-consumer brands have shown us how companies can win by interacting directly with consumers in creative, compelling ways. This category will honor the company whose smart and innovative messages and methods in 2019 most successfully attracted consumers' attention, loyalty and dollars. Entries should showcase the work and ideas through which a brand engaged consumers all year long, as well as data to back up how this strategy helped business soar.