

# A-List & Creativity Awards 2021

## A-LIST AWARDS GENERAL REQUIREMENTS AND CATEGORY DESCRIPTIONS

**General requirements:** All information included in the entries for A-List and Creativity Awards is limited to any achievements that occurred or work that debuted any time from Dec. 1, 2019 through Dec 31, 2020. Also, all information included should be publishable by the time the awards are unveiled in the spring of 2021. 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. You will be given the option in the entry form to request that juries refrain from moving your entry if you so wish. Please make sure to check the box designating this. Not checking the box, however, does not guarantee that your entry will be considered in a category into which it was not originally entered.

As part of Ad Age’s own diversity efforts, we encourage all those entering to carefully consider those on your team from diverse backgrounds, as well as the work they have done, when you assess submissions to the awards. Each year, our editorial team and juries have expressed the desire to see and consider a broader, more diverse range of candidates in the people categories specifically. This is an opportunity to shine a light on all your talents, especially those who may have not received recognition in the past.

### 2021 A-List Awards categories:

- Agency of the Year
- Media Agency of the Year
- Multicultural Agency of the Year
- International Agency of the Year
- Creative Agency of the Year
- In-House Agency of the Year
- Data/Analytics Agency of the Year
- Design Agency of the Year
- Agency Executive of the Year
- Brand CMO of the Year

### Agency of the Year, Media Agency of the Year, Multicultural Agency of the Year

Agency of the Year, Media Agency of the Year, Multicultural Agency of the Year are open to U.S.-based advertising agencies or agency networks of any size. Those entering Media Agency of the Year and Multicultural Agency of the Year will automatically be considered for Agency of the Year and the A-List (unless entrants indicate otherwise). The A-List itself is open to agencies representing any advertising discipline. For the purposes of these categories, please do *not* enter offices in separate cities as distinct entries. Individual offices may still compete for creativity-focused honors in the separate Creative Agency of the Year category.

### International Agency of the Year

International Agency of the Year is open to independent shops based outside the U.S. as well as an agency network’s operations in a specific country outside the U.S. Each international entry should cover one country only, however many offices you have there. If you’re entering from Australia, for example, you don’t need and should not provide separate entries from Sydney or Melbourne. But agencies with offices in the U.S. and Canada, for example, should enter individual entries for those respective countries—in the Agency of the Year category for the former and International Agency of the Year for the latter.

### Creative Agency of the Year

Creative Agency of the Year will honor the single agency office whose achievements have pushed the industry forward and paved the way for communications strategies in the future with their groundbreaking creative ideas. Contenders here surprise us with how they use current platforms and emerging ones. They make TV or print feel “new” again or make complicated tech feel seamless and marketing-friendly. They show us new ways of leveraging creativity to benefit a marketer’s goals. They have brought creativity to bear where we haven’t seen it before—whether in products, ways of working, building new businesses, or more. One winner will be honored, and we may elect to select one or two runners-up. Generally, this category will honor a single office within a network or an independent agency’s office within a particular city. The jury may make exceptions for companies whose creative practices are integrated across multiple offices, evident in multiple campaigns or multiple executions created together by the different offices.

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### **In-House Agency of the Year**

In-House Agency of the Year is open to any agency entity that is owned and operated by its only client. While an in-house agency can partner with external agencies, for the purposes of these awards, an in-house agency is *not* simply the marketing team within a company. It should be an entity that includes talent positions in line with those at traditional shops—i.e., creative directors, CCOs, copywriters, art directors, media buyers, etc. These talents also should have played an integral role in the work included in the submission.

### **Data/Analytics Agency of the Year**

This category will honor the agency that has demonstrated the year's most advanced, effective and innovative applications of data and analytics to a marketer's goals. Ideal candidates will have demonstrated how data can fuel or even make possible groundbreaking creative ideas across a number of brands. They will show how data isn't just a numbers game, but a powerful tool when it comes to telling a marketer's stories. This category is open to any agency, not just ones where data and analytics comprise the core of their business. A successful entry will provide detailed examples of truly innovative work, with information about client objectives, the amount and sources of data involved, how that data was powerfully analyzed or used, the results and why all that represented a leap beyond the norm.

### **Design Agency of the Year**

This category will honor the design firm, agency or in-house creative practice that has demonstrated the year's most innovative and effective work and ideas in the area of design. This applies to design moves across a broad spectrum —whether it be branding and identity, packaging, experience, physical design, product—any place that design touches and can have an impact on a company's business.

### **Agency Executive of the Year**

Executive of the Year is open to CEOs and other top-level executives from any level of any agency or agency holding company, regardless of location. Each entry must pertain to only one executive. This category honors an executive who has demonstrated exemplary leadership qualities in specific and observable ways, made particular and perhaps difficult or surprising decisions to meet a particular challenge or new goal, effected change and ideally contributed to the industry

more broadly as well. Top-level creative and strategy execs are not eligible and should be entered into the Creativity Awards categories pertaining to those roles (see below).

### **Brand CMO of the year**

CMO of the Year is open to chief marketing officers, and other top-of-the-marketing-function leaders whose titles might vary slightly, at brand marketers. Agency executives including agency CMOs are not eligible for this category but can consider entering the Agency Executive the Year category of the Agency A-List. A successful CMO of the Year entry will show not just competent leadership and good management but achievements of note in building, resuscitating or repositioning a brand. Promising candidates will have demonstrated ingenuity, innovation and creativity in their role, evident not just in the work they signed off on but in ideas that they themselves contributed.

**All program info and the online portal for entry can be found at [AdAge.com/acawards2021](https://AdAge.com/acawards2021).**