

# A-List & Creativity Awards 2021

## HOW TO ENTER THE 2021 A-LIST AWARDS

Although the instructions along the way are pretty straightforward and will walk you through the process of providing the appropriate information and uploading any necessary supporting material, it's good to know what information you'll need to gather prior to entering.

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

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. Two-to-five minutes is good; anything nearing 10-15 minutes is too long.

We realize COVID-19 will have affected results, which will be factored into the judging.

What you'll need before you start:

**For Agency of the Year, Media Agency of the Year, Multicultural Agency of the Year, International Agency of the Year, Data/Analytics Agency of the Year, and Design Agency of the Year you will need:**

- Agency headquarters.
- Number of offices (and locations).
- Full-time headcount.
- Type of agency.
- Year agency was established.
- 2018 and 2019 revenue plus projections for 2020. We realize COVID-19 will have affected results, which will be factored into the judging.
- List of agency owners and principals.
- Top three clients (by revenue).
- Agency growth and strengths: include a picture of growth, YOY, where your revenue comes from (i.e. 10% digital, 60% traditional, etc.), any IP projects or other revenue streams that are not client related.
- Descriptions of and examples from at least 3 (three) and up to 6 (six) distinct campaigns that occurred or broke between Dec. 1, 2019 and Dec. 31, 2020. Creative Agency of the Year entrants will be able to upload up to ten (10) distinct campaigns. Please supply whether it be video or PDF, portfolio items to best present the work—the brief, idea, innovation, strategy—and impact to the client. **Video is not**

**mandatory, but preferred.**

- A description of your thought leadership and culture, including a picture of your diversity.

**For In-House Agency of the Year you will need:**

- Agency headquarters.
- Number of offices (and locations).
- Full-time headcount.
- Year Agency was established.
- List of Agency owners and principals.
- Descriptions of and examples from at least 3 (three) and up to 6 (six) distinct campaigns that occurred that broke between Dec. 1, 2019 and Dec. 31, 2020. Please supply whether it be video or PDF, portfolio items to best present the work—the brief, idea, innovation, strategy—and impact to the client. **Video is not mandatory, but preferred.**

**For Agency Executive and Brand CMO of the Year you will need:**

- Agency/company name
- Agency/company headquarters
- Year agency/company established
- Number of offices
- Full-time headcount
- Type of agency/company
- 2018 and 2019 revenue plus projections for 2019
- List of agency/company owners and principals
- For Agency Executive of the Year: Top 3 clients
- 350-word pitch on why your nominee is deserving
- Opportunity to upload 1 (one) asset to supplement your pitch (video, PDF or JPG)
- Headshot (JPG)

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