

# A-List & Creativity Awards 2021

## 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 a continued commitment to diversity at Ad Age and want to make sure that commitment extends to all of our programs as well. 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. This is an opportunity to shine a light on all your talents, especially those who may have not received recognition in the past.

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

The Production Company A-List will include a Production Company of the Year honor along with nine additional honors on the A-List and 10 Standouts, and, should the judges see fit, additional Production Company to Watch honors. Production Company of the Year and Production Company A-List will be featured alongside the Agency A-List, released in May. All other Production awards finalists will be released in May, with winners announced at a virtual event in June.

### 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 nine more honorees. Otherwise, please enter all categories you would like to be considered for.

### 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. Creativity Awards will honor work, people and companies from anywhere in the world.

### 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.

### 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 writing profiles for 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)." We realize COVID-19 will have affected results, which will be factored into the judging.

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# A-List & Creativity Awards 2021

## GENERAL FAQ CONT'D

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

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

We will accept 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 real specification requirements for the files you upload. Please note that our award system does require all direct uploads to be 2GB or less. For anything larger, please supply a link. **NOTE:** hyperlinks are not supported within our platform. If you would like to link to a website, please include the full URL.

### **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. Two to five minutes is good; anything nearing 10-15 minutes 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/acawards2021](https://adage.com/acawards2021).

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

A-List winners will be notified in May 2021. Winners will

be released in our May 24 A-List & Creativity Awards issue.

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

Creativity finalists will be announced online in May 2021. All winners will be announced live at our A-List & Creativity Awards virtual event in June 2021.

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

We do our best to let all entrants know. If it's late May 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.

### **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 January 5, 2021 at 11:59 p.m. EST. Regular pricing is \$450 per category and ends February 3, 2021 at 11:59 p.m. EST. The final price deadline for all A-List categories is \$600 per category and all entries must be received by March 2, 2021 at 5 p.m. EST. To see all pricing and deadlines, please visit: [AdAge.com/acawards2021](https://adage.com/acawards2021).

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

No. Only entries entered via our entry portal on [AdAge.com/acawards2021](https://adage.com/acawards2021) 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?**

Due to COVID-19 restrictions, we have decided to host our annual A-List & Creativity Awards Gala virtually in 2021. The exact date will be announced soon; stay tuned at [AdAge.com/events](https://adage.com/events).

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# A-List & Creativity Awards 2021

## GENERAL FAQ CONT'D

### **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 2020; can I re-enter again this year?**

All information included in the entries for the 2021 A-List and Creativity Awards is limited to any achievements that occurred or work that broke between Dec. 1, 2019 and Dec. 31, 2020.

### **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).**