

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

# A-List & Creativity Awards 2021

## HOW TO ENTER TO ENTER THE 2021 CREATIVITY 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.

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; please make sure to check the box designating this. Not checking the box does not guarantee that your entry will be considered in a category into which it was not originally entered.

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

**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, please supply a link.

Our award platform will not recognize hyperlinks. If you would like to link to a website, please include a full URL.

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.

### WORK

#### Work categories require:

- Agency info: name, address, head count and type
- Pitch: 350 words or less to describe the campaign and a summary of results
- Supporting info: one video and up to three work samples

#### Category-specific requirements:

##### Best Work for Good

This category recognizes campaigns/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 within this year's eligibility period. Work for paying clients and work done pro bono are both eligible.

#### Idea of the Year

This category honors the year's most innovative advertising/marketing effort that was also impactful and effective. Note that 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 within this year's eligibility period is eligible.

#### Content Marketing of the Year

This category recognizes creative uses of storytelling on any number of platforms—such as long-form films, branded content, native advertising on publishing sites. Of course, great traditional ads can be considered "content," but work that wins 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 anywhere within this year's eligibility period.

#### Craft of the Year

Work honored will demonstrate the 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 behind-the-scenes, explainer video and/or background 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 within this year's eligibility period.

#### 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—that allowed 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 within this year's eligibility period.

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## HOW TO ENTER THE 2021 CREATIVITY AWARDS CONT'D

### Tiny But Mighty

With the advent of short-form advertising this year, we'll celebrate the best of tiny but mighty attention grabbers. Work submitted here should be non-traditional formats, such as six-second ads, GIFs or any small ad unit created for a specific social platform. The category is open to work that debuted and ran anywhere in the world within this year's eligibility period.

### Tech Application of the Year

Tech Application of the Year will honor the best campaign/idea that leveraged emerging technologies and/or any of the digital platforms (Facebook, Snapchat, Periscope, WeChat, Weibo, Twitter or others). The winner will not have just used tech for tech's sake but to communicate 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 within this year's eligibility period.

## PEOPLE

### People categories require:

- Nominee/nominator info: name, title, company and contact info
- Pitch: 350 words or less to describe why the person is deserving of the honor
- Supporting info: up to three samples of work to help make your case for your nominee

### Category-specific requirements:

#### 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 and nurturing creativity across not just the creative department, but the entire agency. Entries should illustrate this through the work, achievements outside of 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.

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, descriptions of achievements outside of the work, testimonials from the team, etc.

**Note:** It is *not* open to Chief Creative Officers. CCOs should be entered in the CCO of the Year category. Creative director 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 who have conceived groundbreaking ideas that moved the needle creatively and for business. Candidates will be evaluated through their work/accomplishments as well as testimonials.

**Note:** This category excludes CCOs, creative directors, group creative directors, executive creative directors and associate creative directors; for those entrants, please see Chief Creative Officer of the Year and Creative Director of the Year categories. Creative teams may enter as a duo.

#### Chief Strategy Officer of the Year

This award will honor an agency's top level strategy exec 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. Their work and ideas show the industry as a whole how smart, innovative insights and consumer-centric strategies can be key to propelling businesses forward. The jury will have an option to award multiple honors based on the breadth of the candidate's responsibilities. For example, if jurors determine a global chief strategy officer as well as a single-office chief strategy officer have demonstrated excellence worthy of an honor but are difficult to compare, jurors will have the option to honor both.

#### 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 should include portfolios, reels, case studies,

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testimonials, etc. that illustrate how the planner's strategy and guidance made a direct impact on a specific campaign, brand or product launch. Specificity is key the entries should show the jury precisely what impact entrants made on particular pieces of work or business. The jury may opt to award multiple honors based on the experience level of promising candidates.

### 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 should 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. Successful entries will help judges understand exactly how the nominated executives made a difference, above and beyond account execs who happened to work on accounts with great work. 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 2020, 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 CMO of the Year category instead.

### Diversity & Inclusion Champion of the Year

This category will honor any individual, from brand or agency execs to creatives, who demonstrated exceptional creativity and impact in making the marketing and ad industries more inclusive. The honor will go to the entrant that has made true, meaningful improvement to diversity and inclusion in this business. Creativity matters, but results are equally important. Contributions may have been a "small" idea or a major mandate to business partners, but ultimately, the work of the winner will have led to significant, real impact when it comes to furthering diversity in their business or the broader world. Winner will be determined from the entrants' ideas and contributions from 2020.

## PRODUCTION

### Production categories require:

- Nominee/nominator info: name, title, company and contact info
- Highlight reel: include up to five assets that represent why you think your nominee is deserving

### Production company categories require:

- Agency info: name, address, year established, head count, etc.
- Highlight reel of up to 10 spots, campaigns or case studies that show why your company is deserving of the honor
- Backup reel link
- Year's highlight description: provide background on the accomplishments in the highlight reel
- Supplemental reel: You are welcome to include a supplemental reel of work/projects which will be used by the jury in case of ties, etc.

### Category-specific requirements:

#### Agency Producer of the Year

This category will celebrate producers on the agency side who were instrumental 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 notable campaigns and what they had to pull off to ensure their 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 key to helping the jury's evaluation.

#### Director of the Year

This category 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. A successful submission should include examples of work from 2020 and descriptions of the candidate's vision and contributions to the work's

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success. A successful submission should include examples of work from 2020 and descriptions of the candidate's vision and contributions to the work's success. This award will be judged by our jury of edit staff and top agency and production execs.

### **Director to Watch**

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. A successful submission should include examples of work from 2020 and descriptions of the candidate's vision and contributions to the work's success.

### **Editorial Company of the Year**

This category honors the year's top editorial company, based on the quality, innovation, impact and breadth of its work from 2020. 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. Along with the work, entries should also include specifics on the entrant's contributions to each piece.

### **VFX Company of the Year**

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. Along with the work, entries should also include specifics on the entrant's contributions to each piece.

### **Music and Sound Company of the Year**

Music and Sound Company of the Year honors the company with the most innovative and impactful contributions to advertising in 2020 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. Along with the work, entries should also include specifics on the entrant's contributions to each piece.

## **BUSINESS**

### **Business categories require:**

- Nominator info: name, title, company
- Pitch: 350 words or less to describe product, company or person
- Supporting info: up to three assets that help demonstrate your product, company or nominee's success

### **Category-specific requirements:**

#### **Best ROI: Work That Works**

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.

#### **Best Launch of the Year**

This category celebrates a product or company that debuted in the past 12 months that has demonstrated great promise in the market, based on its unique offering, innovative marketing and successful business results so far. The entries should explain thoroughly what the product or company is about, its origins, why it represents a unique position in the market and any relevant stats proving how it's poised for success.

#### **Visionary/Founder of the Year**

This category will honor a company founder whose creative, game-changing thinking in building and steering their company (or companies) this year inspired the industry and other businesses to think bigger and more innovatively. Entries will be judged based on the leader's work and impact from 2020.

#### **D-to-C Brand of Year**

This category is open to innovative D-to-C brands that in the past year have demonstrated both remarkable business success and noteworthy and innovative approaches to capturing consumers' attention (and dollars). The entries will detail how the company's innovative d-to-c advertising/marketing and smart use of data in 2020 led to noteworthy business success.