

# CAMPAIGN OF THE YEAR: SUBMISSION GUIDELINES

## Overview

### Campaign of the Year: Integrated

**The work:** Please include up to four samples (photo, video, website) that are part of a single campaign for a single client. You may submit a case study video if the campaign requires some explanation. For campaign background (500 words max), provide us with background on the campaign that includes:

- Client name
- Description of business challenge or problem addressed by the campaign
- Summary of media/communications plan and description of the creative executions
- Summary of campaign results

The results are key in this category. We want to know that this campaign—which must be an integrated effort—actually worked, resonating with the target market and carrying out your promise to your client. These results can include basic ad metrics like awareness or recall, but you will get further if you also include business results such as share or market share.

Campaign must have run at some point between Jan. 1, 2017, and March 1, 2018. Feel free to also include budget, timetable or other information that helps the judges better understand the problem and solution. Again, you can submit a video with all this information, but please ensure it's clearly presented.

### Campaign of the Year: Digital

The rapidly changing digital landscape has presented a great opportunity for the talent within agencies to come up with innovative messaging ideas that can live in the places where clients' target demo resides—whether on their phones, laptops or elsewhere in the digital realm.

This category is dedicated to celebrating the creativity that agencies are using in digital media. That can be viral advertising, social, branded games, mobile or digital billboards. It's similar to the Campaign of the Year: Integrated, but the creative execution must be rooted in digital.

**The work:** Please include up to four samples (photo, video, website) that are part of a single campaign for a single client. You may submit a case study video if the campaign requires some explanation.

**Campaign background:** Provide us with background (500 words max) on the campaign that includes:

- Client name
- Description of business challenge or problem addressed by the campaign
- Summary of media/communications plan and description of the creative executions
- Summary of campaign results

Campaign must have run at some point between Jan. 1, 2017, and March 1, 2018.

### Campaign of the Year: B-to-B

We understand that some of the most interesting brand challenges that agencies are presented with require devising communications not for consumers broadly, but for a very specific audience. This is particularly true for small agencies, and often that great work doesn't bubble up to the surface.

**The work:** Please include up to four samples (photo, video, website) that are part of a single campaign for a single client. You may submit a case study video if the campaign requires some explanation.

**Campaign background:** Provide us with background (500 words max) on the campaign that includes:

- Client name
- Description of business problem addressed by the campaign
- Summary of media/communications plan and description of the creative executions
- Summary of campaign results
- Quote from client explaining how your agency's work helped their business

Campaign must have run at some point between Jan. 1, 2017, and March 1, 2018.

# Campaign of the Year: Submission Guidelines

## Campaign of the Year: Pro Bono

Sometimes the work isn't just about delivering concrete business results. Sometimes it's about doing right and doing good and doing it for free. Such work should be done for charities, community groups and other such organizations (not free work for your brother-in-law's dry-cleaning business)—and entered in the Pro Bono Campaign of the Year Category.

**The work:** Please include up to four samples (photo, video, website) that are part of a single campaign for a single client. You may submit a case study video if the campaign requires some explanation.

**Campaign background** (500 words max): First explain why this cause is near and dear to your agency's heart (we know it must be, in order for your shop to be willing to devote countless hours to working on it for free). Then provide us with background on the campaign that includes:

- Client name
- Description of business challenge or problem addressed by the campaign
- Summary of media/communications plan and description of the creative executions
- Summary of campaign results

Campaign must have run at some point between Jan. 1, 2017, and March 1, 2018.

## Submission questions—Campaign of the Year: Integrated/Digital/Pro Bono/B-to-B

### General questions

Your first name

Your last name

Your email address

### Agency or representative:

Are you from a PR shop (or other third-party representative) entering on behalf of an agency or campaign?

- Yes
- No, I'm from the agency.
- Title\*
- Entry category

## Agency questions

- Ad agency name
- Ad agency full-time headcount
- Ad agency HQ address
- Ad agency 2016 revenue\*\*
- Ad agency 2017 revenue\*\*
- Ad agency projected 2018 revenue\*\*

## Campaign of the Year Client name

**Business challenge** (200 word count): Describe the business challenge or problem addressed by the campaign.

**Campaign plan/execution and results** (300 word count): Summarize the media or communications plan, describe the creative executions and summarize the campaign's results. These results can include basic ad metrics like awareness or recall, but you will get further if you also include business results such as sales and market share. Feel free to also include budget, timetable or other information that helps the judges better understand the problem and solution.

**Campaign file uploads:** Please include up to four samples (photo, video, website) that are part of a single campaign for a single client.

**Case study video upload** (optional)

**Client quote:** Provide a quote from the client explaining how your agency's work helped their business.

## For Pro Bono category only

**Pro Bono motivation:** First explain why this cause is near and dear to your agency's heart (we know it must be, in order for your shop to be willing to devote countless hours to working on it for free).

\*For **Agency of the Year** entries, please enter Agency Name; for **Campaign of the Year entries**, please enter Marketer (Client) name.

\*\*Please enter whole figures (e.g., \$1000000.00). International entrants, please convert to U.S. dollars.