

How to Enter – Ad Age 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 will need to gather prior to entering.

Ad Age A-List Award Categories include:

- Agency of the Year
- Media Agency of the Year
- B-to-B Agency of the Year
- Multicultural Agency of the Year
- International Agency of the Year
- Agency Innovator of the Year
- In-House Agency of the Year
- Production Company of the Year
- Executive of the Year

Third-party PR companies can enter on behalf of agency clients. The system will prompt you to note whether you're entering on behalf of yourself or a client.

What you'll need before you start

- 2015 and 2016 revenue, plus guidance on 2017. Please indicate, by percentage, where your revenue comes from (i.e., 10% digital, 60% traditional, etc.)
- Employee head count and any picture of growth in this regard, year over year
- Three biggest clients by revenue (not applicable for In-House Agency)
- A detailed list of account wins and losses with estimate revenue per annum from each (not applicable for In-House Agency)
- Any IP projects or other revenue streams that are not client related
- Descriptions of and examples from at least three (3) and up to six (6) distinct campaigns that ran at any point in 2017. 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. Although submitting video is not mandatory, it is preferred.
- A description of your thought leadership and culture, including a picture

of your diversity.

- Production companies and other entities will find more specific requirements in the entry form.

Eligibility

Agency of the Year, Media Agency of the Year, B-to-B Agency of the Year, Multicultural Agency of the Year

Agency of the Year, Media Agency of the Year, B-to-B Agency of the Year and 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, B-to-B Agency of the Year and Multicultural Agency of the Year will automatically be considered for Agency of the Year and A-List. 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 Agency Innovator 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 separate entries from Sydney or Melbourne.

Agency Innovator of the Year

Agency Innovator of the Year (formerly known as Creativity 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 mind-blowing creative ideas. Contenders here will have surprised us with their uses of current platforms and emerging ones. They have made TV or print feel "new" again or made complicated tech feel seamless and marketing-friendly.

They have shown us new ways of leveraging creativity to benefit a marketer's goals. They have brought creativity to bear where, perhaps, we haven't seen it before—whether it be in products, ways of working and more. One winner will be honored, along with one of two runners-up. This category can honor a single office within a network or an independent agency with one office, but each entry can address only one office.

In-House Agency of the Year

In-House Agency of the Year is open to any U.S.-based 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 consist of roles seen at traditional shops—i.e., copywriters, art directors, media buyers, etc.

Production Company of the Year

Production Company of the Year / Production Company A-List is open to all production companies (traditional/digital/experiential). Companies, even those with multiple offices, should submit a single entry comprising the best work of all offices. If you have separate digital and film practices, you are free to submit those separately but at your discretion. A more well-rounded package that includes a variety of production could work in your favor, but if you feel your digital offering, for example, stands strong on its own, you are welcome to submit that on its own.

Executive of the Year

Executive of the Year is open to CEOs, Chief Strategy Officers and other top-level executives from any level of any agency, regardless of location. Each entry must pertain to only one executive.