

# Creativity Awards: People

## Creativity Awards— What you'll need before you start

Creativity Awards are open to people, work and companies from anywhere in the world.

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.

## People Categories

- Chief Creative Officer of the Year
- Creative Director of the Year
- Creative of the Year
- Strategic Planner of the Year
- Media Planner of the Year
- Account Manager of the Year
- Director of the Year
- Brand Marketer of the Year

## All People Categories will include:

- Nominee's Name
- Nominee's Title
- Nominee's Employer
- Nominee's Age
- Nominator's Name
- Nominator's Title
- Nominator's Employer

## Pitch:

For each of the categories, entrants will tell us why the nominee is worthy of the recognition in 350 words or less. Entrants will also be required to upload supporting evidence—creative work, PowerPoint deck, highlight reel, video case study, etc.

## Eligibility

### 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/nurturing creativity across not just the creative department, but the entire agency. Entries should illustrate this through the work, testimonials, etc.

### 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, testimonials, etc. Note: It is NOT open to Chief Creative Officers. CCOs should be entered in the CCO of the Year category. Creative 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. Note: This category excludes creative directors, group creative directors, executive creative directors, associate creative directors. For those entrants, please see Creative Director of the Year. Creative teams may enter as a duo.

### Strategic Planner of the Year

Strategic Planner of the Year is open to strategic planners 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 can include portfolios, reels, case studies, testimonials, etc.

### Media Planner of the Year

Media Planner of the Year is open to media planners at advertising, media and PR agencies. Promising candidates have demonstrated a flair for bringing innovation to media planning. They've leveraged the vast media offerings in innovative ways to successfully communicate a brand's message—in ways perhaps we've never seen before. Entries should be backed up with case studies, reel, testimonials, etc.

### 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 can 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. It's open to any account staffer within an agency.

### Director of the Year

Director of the Year is open to traditional film, digital, new-media and experiential directors. The winning talent will have demonstrated the year's most masterful storytelling in film, digital, or experiential.

### Brand Marketer 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 2017, as well as through other moves or accomplishments that reflected out-of-the-box thinking.

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#### Work Categories

- Campaign of the Year
- Experiential Campaign of the Year
- Content Marketing of the Year
- Best Work for Good
- Tech Application of the Year
- Craft of the Year
- Featured Category: Short-Form

#### All Work Categories include:

- Campaign/Product Name
- Client Name
- Ad Agency Name
- Ad Agency Full-Time Headcount
- Type of Agency
- Ad Agency Headquarters

#### Pitch:

All WORK category entries will provide a background and description of the campaign, its challenges and results. In 350 words or less, you will need to include:

- info regarding the client
- a description of the business challenge or problem addressed by the campaign
- a summary of the media or communications plan and description of the creative executions
- a summary of the campaign's results, including relevant metrics.

Remember, an advertising/marketing campaign actually needs to do something for the client. Entrants will also be required to upload supporting evidence—creative work, PowerPoint deck, highlight reel, video case study, etc.

#### Eligibility

You must enter each category you'd like to be considered for, i.e., work entered only into Experiential Campaign of the Year or Content Marketing of the Year will NOT be automatically considered for Campaign of the Year. If you'd like to be considered for Campaign of the Year, you must enter the category.

Work submitted for this category must have run in the real world in 2017.

#### Campaign 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 anywhere in the world in 2017 is eligible.

#### 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 anywhere in the world in 2017.

#### 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 anywhere in the world in 2017.

#### 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 anywhere in the world in 2017. Work for paying clients and work done pro bono are both eligible.

#### 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 anywhere in the world in 2017.

#### Craft of the Year

Work honored in this category will demonstrate to 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 backgrounder 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 anywhere in the world in 2017.

#### Featured Category: Short-Form

With the rise this year of short-form advertising such as 6-second ads, we'll celebrate the best of tiny but mighty attention-grabbers. Work submitted here should be non-traditional formats, such as 6-second ads, GIFs or any small ad unit created for a specific social platform. Nothing longer than 15 seconds please. Creativity and effectiveness both count.

# Creativity Awards: Companies

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## **Companies Categories**

- Visionary/Founder of the Year
- Startup of the Year
- Product of the Year
- Ad Tech/Marketing Tech of the Year

## **All Companies Categories will include:**

- Nominee's Company/Brand/  
Product Name
- Company
- Company Full-Time Headcount
- Type of Company:
- Company Headquarters  
(City, State/Province Country.)
- Nominator's Name
- Nominator's Company

## **Pitch:**

For each distinct category, you'll be asked to explain why the person, company or product is deserving and provide any relevant metrics (users, sales, revenue, funding, engagement) to back up your claim.

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

This category will honor a company founder whose creative, game-changing thinking in building and steering his/her company (or companies) this year inspired the industry and other businesses as a whole to think bigger and more innovatively. Entries should focus on events and impact in 2017.

## **Startup of the Year**

Startup of the Year will honor a young company already making its mark with a breakout idea (or ideas). A special note about time frame. For the purposes of this category, we will consider startups that introduced the key product/idea/innovation between January 1, 2016, and Dec. 31, 2017. (In other words, this is closer to a 2-year period than a 1-year period.)

## **Product of the Year**

Product of the Year will honor a standout consumer product, whether it's digital or analog, virtual or physical, an app or a pair of sneakers. This category is open to products introduced in 2017.

## **Ad Tech/Marketing Tech of the Year**

This category will honor the tech product/platform or marketing tech product/platform delivering the most distinctive and powerful new capability to the ad ecosystem this year. Entries will not only describe the product but provide examples of its use by specific clients. This category is open to ad tech/marketing tech products introduced in 2017.