

AGENCY OF THE YEAR: SUBMISSION QUESTIONS

Overview

The following information is required for the judging committee to determine the award winners. Each piece of information we're requesting is important; a complete application will improve your chances of winning.

Agency background

Tell us a little about your agency, its story if you will. Feel free to include founding myths and long-term goals. Include some color here too, such as what's unique about your shop and how you keep your employees happy.

Thought leadership

Please describe in fewer than 500 words the ways in which your agency has helped to improve its business or served as an example for the agency business. Examples might include innovative compensation agreements, creative or technological innovation, the development of new revenue streams, or new and effective approaches to managing or acquiring talent.

Portfolio and business results

Include examples of work from up to three (3) distinct campaigns that ran at any point between Jan. 1, 2017, and March 1, 2018. Campaigns can be for the same client, but showing a range of work for varying clients improves your chances. For each of the creative executions you submit, please describe in less than 500 words each the client assignment and the objective and then tell us what the execution—or, if it makes more sense, the campaign that it's a part of—achieved. If available, you can include ad metrics, such as recall and/or business results like sales or market share.

Submission questions

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 head count
- Ad agency HQ address
- Ad agency 2016 revenue**
- Ad agency 2017 revenue**
- Ad agency projected 2018 revenue**

Agency of the Year

The following information is required for the judging committee to determine the award winners. Each piece of information we're requesting—especially revenue figures and business results—is important; a complete application will improve your chances of winning. We will also consider all information submitted to be publishable.

- **Agency's top three clients**
- **Agency owners and principals**
- **Agency details:** Tell us a little about your agency, its story if you will. Feel free to include founding myths, long term goals. Include some color here too, such as what's unique about your shop and how you keep your employees happy. Word count: 500.
- **Agency thought leadership:** Please describe in fewer than 500 words the ways in which your agency has helped to improve its business or served as an example for the agency business. Examples might include innovative compensation agreements, creative or technological innovation, the development of new revenue streams, or new and effective approaches to managing or acquiring talent.
- **Include examples of work** from up to three (3) distinct campaigns that ran at any point between Jan. 1, 2017, and March 1, 2018. You can upload up to four files per campaign. 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. You may also include budget, timetable or other information that helps the judges better understand the problem and solution. Campaigns can be for the same client but showing a range of work for varying clients improves your chances.

- **Campaign #1 file description:** Describe the client assignment and objective. Tell us what the execution—or if it makes more sense, the campaign that it's a part of—achieved. 500 words or fewer.
- **Campaign #1 file uploads:** Click to upload up to four samples (photo, video, website).
- **Campaign #2 description:** Describe the client assignment and objective. Tell us what the execution—or if it makes more sense, the campaign that it's a part of—achieved. 500 words or fewer.
- **Campaign #2 file uploads:** Click to upload up to four samples (photo, video, website).
- **Campaign #3 description:** Describe the client assignment and objective. Tell us what the execution—or if it makes more sense, the campaign that it's a part of—achieved. 500 words or fewer.
- **Campaign #3 file uploads:** Click to upload up to four samples (photo, video, website).

*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.