

# AGENCY CULTURE: SUBMISSION QUESTIONS

## Overview

This is a talent business, and every agency wants nothing more than to be able to boast that it's a stimulating, exciting and fun place to work. After all, the best talent will churn out the best work for clients. Another thing that sets apart agencies in local ad markets is their impact on and relationship with the local community. For this award, we don't want to honor the shop with the best ping-pong table. We want to honor the shop that makes employees proud to show up at work each day. And have a ton of fun while they do it. Provide us with:

- Description of mission, mantra or vibe of your agency (in no more than 500 words)
- Examples of employee perks
- Description of what your agency means to the local community and any ways it helps your town/city
- Two employee statements on behalf of the agency, made by staffers who are not C-suite executives
- Description of what's unique about your office and some photos to illustrate your points
- **Optional:** Short video upload that highlights your agency's culture

## 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

### Agency Culture

**Agency culture:** Describe the mission, mantra or vibe of your agency. Provide examples of employee perks and tell us what your company means to the local community and any ways it helps your town/city.

**Employee statement 1:** Provide a statement from a staffer who is not a C-suite exec.

**Employee statement 2:** Provide a statement from a staffer who is not a C-suite exec.

**Photo #1:** Show us what's unique about your office.

**Photo #2:** Show us what's unique about your office.

**Optional video:** Feel free to upload a short video that highlights your culture.

\*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.