

### How to enter the 2019 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.

#### A-List categories

- Agency of the Year and the A-List
- Media Agency of the Year
- Multicultural Agency of the Year
- International Agency of the Year
- Innovator Agency of the Year
- In-House Agency of the Year
- Data/Analytics Agency of the Year <sup>NEW</sup>
- Design Agency of the Year <sup>NEW</sup>
- Production Company of the Year
- Agency Executive of the Year
- CMO of the Year <sup>NEW</sup>

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.

To start your entry, please visit:  
[AdAge.com/acawards2019](http://AdAge.com/acawards2019)

#### What you'll need before you start

- 2016 and 2017 revenue plus guidance on 2018. Please indicate, by percentage, where your revenue comes from (i.e., 10% digital, 60% traditional, etc.). Revenue info is not required for In-House, Agency Executive or CMO of the year.
- Employee headcount and any picture of growth in this regard, YOY.
- Three biggest clients by revenue (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 and up to six distinct campaigns that ran at any point in 2018. 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.

**Tech Specs:** We want you to supply the best of what you have, which is why we don't have any real spec requirements for the files you upload. Please note that our award system does require all direct uploads to be 2gb or less. If your file is larger than 2gb, please supply a link.

#### Eligibility

##### Agency of the Year, Media Agency of the Year, Multicultural Agency of the Year

Agency of the Year, Media 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 and Multicultural Agency of the Year will automatically be considered for Agency of the Year and the 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 and Melbourne.

##### Innovator Agency of the Year

Innovator Agency of the Year (formerly known as Creativity Agency of the

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 and emerging platforms. 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 or 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 A-List

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.

**Data/Analytics Agency of the Year**

This category will honor the agency that has demonstrated the year's most advanced, effective and innovative applications of data and analytics to a marketer's goals. A successful entry will provide detailed examples, with information about client objectives, the amount and sources of data involved, how that data was powerfully analyzed or used, the results and why all that represented a leap beyond the norm. Ideal candidates will have demonstrated how data can fuel or even make possible groundbreaking creative ideas across a number of clients. They will show how data isn't just a numbers game, but a powerful tool when it comes to telling a marketers' stories. This category is open to any agency, not just ones where data and analytics comprise the core of their business.

**Design Agency of the Year**

This category will honor the design firm, agency or in-house creative practice that has demonstrated the year's most innovative and effective work and ideas in the area of design. This applies to design moves on a broad level, whether it be branding and identity, packaging, experience, physical design, or product—any place that design touches and can have an impact on a company's business.

**Agency 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 or agency holding company, regardless of location. Each entry must pertain to only one executive. This category honors an executive who has demonstrated exemplary leadership qualities in specific and observable ways, made particular and perhaps difficult or surprising decisions to meet a particular challenge or new goal, effected change and ideally contributed to the industry more broadly as well.

**CMO of the Year**

CMO of the Year is open to chief marketing officers and other top-of-the-marketing-function leaders whose titles might vary slightly, at brand marketers. Agency executives including agency CMOs are not eligible for this category but can consider entering the Agency Executive the Year category or the Agency A-List. A successful CMO of the Year entry will show not just competent leadership and good management but an achievement or achievements of note in building, resuscitating or repositioning a brand. Promising candidates will have demonstrated ingenuity, innovation and creativity in their role, evident not just in the work they signed off on but in ideas that they themselves contributed. This category honors an executive who has demonstrated exemplary leadership qualities in specific and observable ways, made particular and perhaps difficult or surprising decisions to meet a particular challenge or new goal, effected change and ideally contributed to the industry more broadly as well.