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
- Chief Strategy Officer of the Year **NEW**
- Strategic Planner of the Year
- Media Planner of the Year
- Account Manager of the Year
- Director of the Year
- Brand Marketer of the Year
- Diversity & Inclusion Officer of the Year **NEW**

To start your entry, please visit: AdAge.com/acawards2019

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. Please note all entries should focus on work and impact in 2018.

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
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 and nurturing creativity across not just the creative department, but the entire agency. Entries should illustrate this through the work, testimonials, etc. The jury will have an option to award multiple honors based on the breadth of the candidate's responsibilities. For example, if jurors determine that a global CCO and a single-office CCO each demonstrate excellence worthy of an honor, but believe their scope differs too much to compare them directly, jurors will have the option to award both.

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.

Chief Strategy Officer of the Year
This award will honor a senior-level strategy exec of more than 10 years who most successfully amplified clients' business through innovative and effective strategic initiatives. The honoree will also have demonstrated top-notch leadership and team-building skills that have empowered his or her agency's entire team—not just those in the strategy department. Their work and ideas show the industry as a whole how smart, innovative insights and consumer-centric strategies can be key to propelling businesses forward. The jury will have an option to award multiple honors based on the breadth of the candidate's responsibilities. For example, if jurors determine a global chief strategy officer as well as a single-office chief strategy officer have demonstrated excellence worthy of an honor but are difficult to compare because their scope are too different, jurors will have the option to honor both. 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.

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. that illustrate how the planner's strategy and guidance made a direct impact on a specific campaign, brand or product launch.

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 unexpected ways to successfully

communicate a brand's message and deliver an engaging brand experience —in ways perhaps we've never seen before. Entries should be backed up with case studies, reel, testimonials, etc. that illustrate how the entrant's work made a direct impact on a specific campaign, brand or product launch.

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. Successful entries will help judges understand exactly how the nominated executives made a difference, above and beyond account executives who happened to work on accounts with great work. 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 and advertising. Entries should show this through the work the marketer delivered in 2018, as well as through other moves or accomplishments that reflected out-of-the-box thinking. CMOs and executives with similar titles who lead their entire company's marketing operations are not eligible for this category and should enter the A-List's CMO of the Year category instead.

Diversity & Inclusion Officer of the Year
This category will honor anybody, from brands' executive level to agency creative directors, who demonstrated exceptional creativity and impact in making the marketing and ad industries more inclusive. Their contribution may be a "small" idea or a major mandate to business partners, but the honor will likely gravitate to the entry that best demonstrates at least the beginning of a meaningful improvement. Creativity matters, but results, or the potential for results, matter most.

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Companies categories

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

To start your entry, please visit: AdAge.com/acawards2019

All Companies Categories will include:

- Nominee's Company/Brand/Product Name (for Visionary/Founder award)
- Nominee's Title (for Visionary/Founder award)
- Nominee's Employer (for Visionary/Founder award)
- Nominator's Name
- Nominator's Title
- Nominator's Company

Pitch:

For each distinct category, you'll be asked to explain, in 350 words or less, why the person, company or product is deserving and provide any relevant metrics (users, sales, revenue, funding, engagement) to back up your claim.

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Eligibility

Visionary/Founder of the Year

This category will honor a company founder whose creative, game-changing thinking in building and steering his or 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 2018.

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 or innovation between Jan. 1, 2017 and Dec. 31, 2018. (In other words, this is closer to a two-year period than a one-year period.)

Consumer 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 2018.

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 2018.

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Work categories
- Campaign of the Year
- Experiential Campaign of the Year
- Content Marketing of the Year
- Best Work for Good
- Technology Application of the Year
- Craft of the Year
- Short-Form/Tiny But Mighty
- Featured Category: Best AI/Code
- Featured Category: Best Use of Voice Tech

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All Work Categories will include:
- Campaign/Product Name
- Client Name
- Agency Name
- Agency Headquarters
- Agency Full-Time Headcount
- Type of Agency
- Date Work Debuted

Pitch:
All Work category entries will provide a background and description of the campaign, it's challenges and results. In 350 words or less, you will need to include:

- Info regarding 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.

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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 that category.

IMPORTANT: Work submitted for any of the Work categories must have debuted and run in the real world in 2018. Any work submitted that did not debut and run in 2018 will not be considered. If a refresh or new element of a previous campaign debuted in 2018, you may enter that, but you must list it as a refresh or continuation and only the work that released in 2018 will be viewed and judged.

Campaign of the Year
This category honors the year's most innovative advertising/marketing effort that was also high-impact 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 and ran anywhere in the world in 2018.

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 and ran anywhere in the world in 2018.

Content Marketing of the Year
This category recognizes creative uses of storytelling on any number of platforms such as long-form films, branded content and 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 and ran anywhere in the world in 2018.

Best Work for Good
This category recognizes campaigns and work created with social good in mind. It celebrates marketing ideas/advertising/initiatives that make a positive impact on society—often while also showing that doing good is good for business. It is open to creative work with a humanitarian or sustainability bent that debuted and ran anywhere in the world in 2018. Work for paying clients and work done pro bono are both eligible.

Technology Application of the Year
Tech Application of the Year will honor the best campaign/idea that leveraged emerging technologies and/or any of the existing 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 and ideas that debuted and ran anywhere in the world in 2018.

Craft of the Year

Work honored in this category will demonstrate the 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 a 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 and ran anywhere in the world in 2018. Judges will honor up to three winners total, in up to three forms of media total.

Short-Form/Tiny But Mighty

With the rise of short-form advertising such as six-second ads, we'll celebrate the best of tiny but mighty attention-grabbers. Work submitted here should be nontraditional formats, such as six-second ads, GIFs, tweets, branded memes, pre-roll clips or any "small" ad unit. If video, nothing longer than 15 seconds, please—at least nothing longer than 15 seconds before a "skip" option appears. (The best entries in that scenario will either convince viewers to stay past the skip or complete their mission in under 15 seconds.) Creativity and effectiveness both count.

Featured Category: Best AI/Code

This category will honor the work that demonstrates the best use of machine learning or AI to turn data into action for advertising or marketing (for example: prediction, simulation and optimization of media planning or execution). Novel applications of AI count, but strong entries will also quantify their success with information on the volume of data processed, and at what speed; the performance measures (accuracy, precision) of their models and algorithms; and the performance lift generated from their system, also known as outcomes. Work for this category must have debuted and ran anywhere in the world in 2018.

Featured Category: Best Use of Voice Tech

This category will honor an innovative and effective use of voice recognition and/or voice assistants for marketing or advertising. Successful entries will describe not only the creative execution but the results, as concretely as possible. Work for this category must have debuted and ran anywhere in the world in 2018.