

# AGENCY OF THE YEAR & EXPERIENTIAL 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.

## Small Agency of the Year

Ad Age's Small Agency Awards seek to uncover small agencies doing excellent work, often with tiny budgets, lean staffs and tons of heart. Beyond the work, we look for great culture, strong financial health, an independent spirit and shops that have a unique story to tell in a business that is, after all, about storytelling. Some of our past winners conquered adversity, some blazed new trails in management and intellectual property, and some strove to increase inclusivity in their ranks.

## Experiential Agency of the Year <sup>NEW</sup>

In today's ever-changing marketing landscape, brands need to think outside the digital box to uncover new avenues to engage consumers in real, authentic ways. We're seeking shops that have created successful experiential campaigns for clients, whether it be trade show displays, in-market activations or other means of giving potential buyers hands-on experience with the brand.

## 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, 2018, and March 1, 2019. 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 2017 revenue\*\*
- Ad agency 2018 revenue\*\*
- Ad agency projected 2019 revenue\*\*

## Agency of the Year & Experiential 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.

*Ad Age and the judges reserve the right to move entries between categories or to not award a category at all*

## Agency of the Year and Experiential Agency of the Year: Submission Guidelines

- **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, 2018, and March 1, 2019. 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.

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