

SMALL AGENCY AWARDS: SUBMISSION GUIDELINE FAQs

What do I need to begin?

First, review the submission questions before you enter:

[Agency of the Year & Experiential Agency of the Year Submission Questions](#)
[Campaign of the Year Submission Questions](#)
[Agency Culture Submission Questions](#)

Before you begin the entry process, gather the necessary information and campaign samples. You will need to provide the following:

- **Agency name**
- **Agency size** (number of employees)
- **Agency revenue** (2017, 2018 and this year's projected revenue)*
- **Contact information** (address, emails, etc.)
- **Campaign samples:**
 1. Campaign description
 2. Campaign files (images, video, audio, PDF, PPT, DOC, XLS); direct uploads cannot exceed 2GB

Gathering all of the entry information and sample files ahead of time will ensure a smooth contest entry.

What kinds of agencies are eligible for the Small Agency Awards?

All kinds, as long as they meet the size and ownership requirements. After many discussions with the small agency community about what constitutes a “not big” shop, we established awards in three size categories: 1-10 staffers, 11-75 staffers and 76-150 staffers. All disciplines are welcome, including full-service ad agencies, digital agencies, media agencies, promo, direct, mobile, design agencies, or combinations thereof.

Do I need to be independent?

Entrants must be majority independently owned or in other words, at minimum 51% privately held. Agencies that are not eligible are those that are either majority or fully backed by a holding company (by this we mean firms like WPP, Omnicom Group, Publicis Groupe, Interpublic Group of Cos., Havas, Aegis or MDC Partners) or other firm, such as a publisher, marketer, etc.

What kind of work is eligible?

All kinds: TV spots and campaigns, experiential, web videos, branded content, design (product, package, graphic, motion, experience, retail, etc.), websites, games, apps, social media, and

other stuff that's harder to define: new distribution ideas, new ways to engage a community, etc. We ask that you enter only bona fide work for a real client of your agency that was actually produced and/or ran in some media environment. Please do not enter work that was created only to run in award shows. If judges raise any flags, we will be following up and we'll disqualify bogus work (e.g., work not approved by a client, work done for a client you don't have, ads that were run once, at 3 a.m. in Bend, Oregon, so they would be eligible to enter in Cannes, etc.). Campaigns should have run between Jan. 1, 2018, and March 1, 2019.

Are PSAs eligible?

Yes; in fact, we have a special category just for pro bono work.

Are b-to-b campaigns eligible?

Yes; we also have a special category just for b-to-b work. And if you feel it's good enough to take all comers (and it's integrated), you can enter it in the Campaign of the Year: Integrated category as well.

Are experiential campaigns eligible?

Yes! This year, we added two new categories—Experiential Agency of the Year and Campaign of the Year: Experiential—to recognize experiential shops and campaigns.

How much does it cost to enter?*

Entry fees are as follows:

- **Agency of the Year: 1-10 Employees:** \$250
- **Agency of the Year: 11-75 Employees:** \$295
- **Agency of the Year: 76-150 Employees:** \$350
- **Experiential Agency of the Year:** \$295 ^{NEW}
- **Campaign of the Year – Integrated:** \$295
- **Campaign of the Year – Digital:** \$295
- **Campaign of the Year – B-to-B:** \$295
- **Campaign of the Year – Pro Bono:** \$295
- **Campaign of the Year: Experiential:** \$295 ^{NEW}
- **Best Agency Culture:** \$295

The entry fee must be paid for each entry. In other words, one entry fee must be paid for Agency of the Year submission (all agencies submitting for Agency of the Year will be considered for regional awards and size categories). A separate entry fee must be paid for: Experiential Agency of the Year; Campaign of the Year; Digital Campaign of the Year; B-to-B Campaign of the Year; Pro Bono Campaign of the Year; Experiential Campaign of

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the Year; and Best Agency Culture entries (i.e. one fee for each campaign entered).

How many awards will be given out?

We'll award gold and silver in the following categories: Agency of the Year overall; Experiential Agency of the Year; Campaign of the Year (Integrated, Digital, B-to-B, Pro Bono, Experiential); Agency of the Year in the three size categories; and Best Agency Culture. We'll also tap regional winners (Southeast, Southwest, Midwest, West, Northwest and Northeast) and an international winner. Ad Age reserves the right to withhold or add awards as the quality of submissions dictates.

How will the entries be judged?

All Campaign of the Year entries will be judged by a panel of ad agency professionals alongside Ad Age staff. Agency of the Year (including Experiential Agency of the Year) and Best Agency Culture honors will be determined by editorial staff from Ad Age and Creativity.

Can I enter the competition in more than one category?

Yes; for Campaign of the Year entries, an entry fee must be paid for each entry. Note that for regional and size-category awards, all you have to do is enter the Agency of the Year category. You will automatically be considered for size and regional honors based on the information you supply in your entry (and at no extra cost).

Can I enter multiple campaigns in the Campaign of the Year category?

Yes; for Campaign of the Year entries, an entry fee must be paid for each entry.

How should I submit my work and information?

All work for the contest must be submitted via the Small Agency Awards website. We will not accept entries submitted via email or via company microsites or blogs.

*Revenue only required for Agency of the Year and Experiential Agency of the Year.

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