Show us something we haven’t seen.
RULES & REGULATIONS

All of us at New York Festivals wish you and your company great success in this year’s competition for the World’s Best Advertising.

Scott Rose – President, New York Festivals Advertising Competitions
Lauren Murray – Assistant Executive Director
John Ottinger – Competition Management
Gayle Seminara Mandel – AME, VP, Executive Director

If you would like assistance or have any questions, concerns or suggestions, please contact our Processing Department at:
processing@NewYorkFestivals.com
212-271-5278

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DEADLINES & ENTRY FEES

We encourage entering as early as possible to make the judging process more efficient. A separate fee is applied per each category selection. Early entries are rewarded with lower fees.

OPEN FOR ENTRIES FEBRUARY 1ST, 2023
SINGLE – $450
SINGLE PLUS – $550
CAMPAIGN – $1000

EARLY BIRD DEADLINE MARCH 10TH, 2023
SINGLE – $500
SINGLE PLUS – $600
CAMPAIGN – $1200

OFFICIAL DEADLINE APRIL 28, 2023
SINGLE – $600
SINGLE PLUS – $700
CAMPAIGN – $1300

EXTENDED DEADLINE MAY 19TH, 2023
SINGLE - $650
SINGLE PLUS - $750
CAMPAIGN - $1400

FINAL DEADLINE MAY 26TH, 2023

STUDENT ENTRY $100 THROUGHOUT THE ENTRY PERIOD

WINNER ANNOUNCEMENTS

Winning Finalists will be informed of their status via email, and announced on our website, email blasts, social media platforms and through press releases to top publications in the industry.

The Best of Show, Grand Award, Gold, Silver, Bronze, and Industry Awards will be decided by the Executive Jury.

Winner Announcements

AWARD RANKING
BEST OF SHOW
GRAND AWARD
GOLD
SILVER
BRONZE
FINALIST

Duplicates can be purchased through our Store
PROCESSING FEES

Currency must be in USA Dollars made payable to INTERNATIONAL AWARDS GROUP, LLC. We accept credit card payment using VISA, MasterCard, and AMEX.

CREDIT CARD FEES
3% of total order for VISA and MasterCard.
3.2% of total order for AMEX.

SUBMISSION & PAYMENT
If you are submitting more than one entry, send only one payment for the total amount of all your entry fees. INTERNATIONAL AWARDS GROUP must receive payment information within 7 business days of completing your online entry submission in order to process entries.

WIRE (OR BANK) TRANSFER
A $125 US dollar fee will be applied to all Wire (or bank) transfer payments to cover intermediary bank fees. This fee will be added to the total amount on your invoice.

Your invoice number and our bank transfer information will be available to you just after checkout. You will then be able to print your invoice for your accounting department so they can execute the transfer.

All bank charges must be prepaid by you.

You must include your invoice number on your bank transfer Instruction forms so we can match your payments to your order.

You must send the financial contact information with your invoice for all wire transfers, purchase order requests, and/or tax information requirements to accounting@newyorkfestivals.com

WE DO NOT CHARGE MEDIA HANDLING FEES, SALES TAX, OR VAT TAXES.

Please Note
Entry Carts that have been inactive for more than 6 weeks will be considered abandoned and will be automatically deleted.

Unpaid entries will not be judged or awarded.

Reference
Entry Carts that have been inactive for more than 6 weeks will be considered abandoned and will be automatically deleted.

Unpaid entries will not be judged or awarded.

Return to Step 7 - Checkout

LATE ENTRY FEE
Any entry submitted after the official Final Deadline may be subject to a 10% Late Entry Processing Fee.

REFUND POLICY
Refunds of entry fees will only be granted if a written request is made within 14 days of submitting entries and then a $100 fee per entry will be charged to cover additional administrative costs. After 14 days, because entries will have been processed and entered into the system, no refunds will be granted but we will be able to block the entries from the judging schedule.

No refunds will be made once judging begins.
ELIGIBILITY

ELIGIBLE AIRING
To be eligible for the 2023 competition, entries must have been published or aired between January 1st, 2022 and May 26th, 2023. Entrants must be able to show proof of media buys if requested.

ONLY BRAND OR GOVERNMENT WORK IS ELIGIBLE FOR NYFA.
NGO WORK MUST BE SUBMITTED TO THE G100 CATEGORIES.

NYFA DEFINES NGO AS
NON-GOVERNMENT ORGANIZATIONS
NOT-FOR-PROFIT UNIONS & ASSOCIATIONS
NOT-FOR-PROFIT ART FACILITIES
FOUNDATIONS
CHARITIES
FUNDS

JURY DISPOSITION
New York Festivals gives the jury the right to move an entry to a different category should they determine the work does not belong in the category in which it was originally entered. By moving the ad, the jury will agree it will receive an award equal to or higher than the one it was originally scheduled to receive.

SCAMGUARD
Our SCAMGUARD system encourages jury members to anonymously flag suspicious ads and include comments in support for their suspicions. Scam ads were never published or were published without the full knowledge and consent of the advertiser.

FLAGGED ENTRIES
Every flagged entry is investigated. Should the evidence prove the scam, the entry will be disqualified and the people listed in the credits of the entering company will be suspended from entering our competitions for three years.
ENTRY PROCESS

STEP 1 - BASE INFORMATION

PLEASE PREPARE THE FOLLOWING INFORMATION

ENTRY TITLE
BRAND NAME
YOUR AGENCY (CREATED BY)
CREATIVE DIRECTOR
CREATIVE DIRECTOR EMAIL

Please make sure that your Title, Agency, and Brand name all contain proper spelling and correct capitalization. Winning entries will be showcased on our website exactly as they are entered.

ENTRY TYPE
See definitions for Single, Single PLUS, Campaign, Etc.
Learn more about 3D DE&I
Learn more about Small Agency

RELEASE/AIRDATE
Must be within Eligibility Window

YES OR NO

SHOWCASE
Learn more about Exhibition And Copyright
Winning entries will be promoted on our website

IS IT NGO?
Learn more about Eligibility

DO YOU QUALIFY FOR ANY OF THE NYF INDUSTRY/SPECIALTY AWARDS?
Learn more about NYF Industry & Specialty Award Definitions
BOUTIQUE AGENCY OF THE YEAR AWARD
BEST NEW AGENCY AWARD
SEEHER LENS AWARD
IN-HOUSE AGENCY OF THE YEAR AWARD
PUBLIC RELATIONS AGENCY OF THE YEAR AWARD
STEP 1A - SPECIALTY COMPETITIONS

3D DE&I AWARDS FOR DIVERSITY, EQUALITY, AND INCLUSION
Work that goes above and beyond to promote diversity, equity, and inclusion.

To apply for
THE 3D DE+I WORK OF THE YEAR AWARD
THE 3D DE+I AGENCY OF THE YEAR AWARD

1. Select the “3D DE&I Award” entry type in STEP 1.
2. Download, complete, and upload the required 3D DE&I entry application form as your Final Piece in STEP 2.
4. Review and submit your entry.

THE 3D DE+I PERSON OF THE YEAR AWARD is free to enter. To apply:

1. Please select the 3DE+I Award - Person Of The Year Entry Type in STEP 1.
2. Complete and upload the required entry application with your materials in STEP 2.
3. Choose the 3D DE+I Person Of The Year Award category in STEP 4.
4. Review and submit your entry.

Return to Step 1 - Base Information

SEEHER LENS
New York Festivals International Advertising Awards® and The Female Quotient (The FQ) are partnering again for the NYFA SEEHER Lens Award.

This award will honor creative film work submitted into the 2023 competition that exemplifies gender equality and the accurate portrayal of women and girls in advertising.

Please select “YES” if you would like to enter for this award.

Return to Step 1 - Base Information
STEP 2 - PIECE DETAILS

PIECE TITLE

ENTRY FORMAT
See Technical Specifications

JURY BRIEF 800 Word Max.
Use this section of the entry process to explain to the jury why your entry should win in the category chosen. This is your opportunity to include any additional context, descriptions, and/or statistics.

UPLOAD
Drag & Drop your file into the space provided to upload your work.

To add a new file, please click either “+NEW PIECE” or “+CASE STUDY” to create a new Entry Piece for you to upload to.

If you do not see either of these options, you have used all of your available Entry Pieces. For more space, please adjust your Entry Type via the Base Information.

You may submit the same written material to all Entry Pieces, or you may choose to differentiate, we leave the option open to the entrant.

TRANSLATION Optional, Unlimited Space

FILM
We recommend including embedded translation in the film as clear, legible subtitles.

Ex: white letters on a black bar

If embedded subtitles are unavailable, please include complete written translations with your submission via the space provided in the entry form.

AUDIO
If your entry is not produced in English, please include a complete English script with your submission where indicated in the entry form.

WEBSITES
Translate only relevant menu sections, headlines and text.

Return to Step 1A- Specialty Competitions
STEP 3 - CREDITS

Entrants should enter their credit information at the time of entry. Please assign your credits to the best of your ability.

When submitting your credits, be aware that if your entry is a winner, the Winner's Diploma accompanying your trophy will list the name of the entering company, name of the network/brand (if any), name of the category, the title of the entry, the year of the competition, and the first ten names with corresponding job titles. Everyone involved in the ad is eligible.

Additional names with job titles can be listed in the showcase section of our website. If your entry is shortlisted, you will be notified and given the opportunity to update and correct credits and shipping addresses. However, if no corrections are made, credits and shipping information listed during the entry process will be considered the credits of record. Winning trophies will be shipped to the entering contact shipping address only. Any return and re-shipping costs will be paid for by the entrant.

Any changes after the credit check deadline may be subject to a $100 fee.

Duplicates can be purchased through our Store

STEP 4 - SELECTING CATEGORIES

Refer to Categories List

Please select the categories your entry qualifies for and would perform well in.

Don’t know which categories to enter? Contact us for help!
Processing@Newyorkfestivals.com

Return to Step 1A- Specialty Competitions
STEP 4A - ADDITIONAL INFORMATION

THESE CATEGORIES REQUIRE THE FOLLOWING INFORMATION. FIELDS ARE OPEN-ENDED.

| ADVERTISING MARKETING EFFECTIVENESS                                                                 | PUBLIC RELATIONS                                                                 |
| WINNER SHOWCASE AT OUR EXCLUSIVE CONTENT PARTNERS                                                   | CAMPAIGN END DATE                                                                |
| PRODUCT NAME/TYPE                                                                                   | TARGET AUDIENCE                                                                  |
| CAMPAIGN START DATE                                                                                 | OBJECTIVE                                                                        |
| CAMPAIGN END DATE                                                                                  | RESEARCH                                                                         |
| CAMPAIGN DESCRIPTION                                                                               | PLANNING                                                                         |
| CAMPAIGN COST                                                                                       | EXECUTION                                                                        |
| CAMPAIGN SCOPE                                                                                      | EVIDENCE OF RESULT                                                               |
| COUNTRIES/REGION IN WHICH CAMPAIGN RAN                                                               |                                                                                 |
| CAMPAIGN SUMMARY                                                                                    |                                                                                 |
| CAMPAIGN GOALS                                                                                      |                                                                                 |
| MARKETING CONTEXT                                                                                  |                                                                                 |
| TARGET AUDIENCE                                                                                    |                                                                                 |
| CREATIVE STRATEGY                                                                                  |                                                                                 |
| EXECUTION                                                                                          |                                                                                 |
| CAMPAIGN PLANNING + MARKETING & MEDIA STRATEGY                                                      |                                                                                 |
| EVIDENCE OF RESULTS                                                                                 |                                                                                 |
| OTHER AWARDS                                                                                       |                                                                                 |

STEP 5 - REVIEW

The “Review Entry” page will detail your Base Information, Pieces, Credits, Categories, and Additional Information (if applicable). Please make sure these details are correct. When you are ready, click the “ADD ENTRY TO CART” button to proceed.

STEP 6 - ADD TO CART

Your cart will display any completed entry drafts that have been added to it.

If your cart is empty, please click “Enter” in the header to start a new entry, or return to your Account Dashboard to finish any incomplete drafts.

When you have added an entry to your cart, the following options will become available:

1 “EDIT” will allow you to return to your Entry Details.
2 “SAVE FOR LATER” will move your Entry Draft into the Completed Entries section of your Account Dashboard.
3 “+ADD ENTRY” will start a new entry.
4 “CHECKOUT” will proceed to payment.
STEP 7 - CHECKOUT

PLEASE PREPARE THE FOLLOWING INFORMATION
If you encounter any errors, please contact Processing@Newyorkfestivals.com

FEDEX DOES NOT SHIP TO PO BOXES.

PLEASE GIVE US YOUR STREET ADDRESS FOR THE DELIVERY OF YOUR AWARD.

STUDENTS MUST USE THEIR PERSONAL ADDRESS NOT THE SPONSORED SCHOOL ADDRESS. WE CANNOT SHIP TO SCHOOLS.

BILLING ADDRESS
FIRST NAME
LAST NAME
STREET 1
STREET 2
STREET 3
CITY
STATE
ZIP CODE
COUNTRY
PHONE
EMAIL
COMPANY

SHIPPING ADDRESS
FIRST NAME
LAST NAME
STREET 1
STREET 2
STREET 3
CITY
STATE
ZIP CODE
COUNTRY
PHONE
EMAIL
COMPANY

PAYMENT METHOD
Refer to Processing Fees
CREDIT CARD
CARD TYPE
NAME ON CARD
CARD NUMBER
EXPIRATION DATE
WIRE TRANSFER $125 Fee

STEP 8 - CONFIRMATION

Upon confirmation, an Invoice and Order Number will be generated and e-mailed to you; please refer to this as your record.

Your orders and entries will be displayed at the bottom of your Account Dashboard.
CATEGORIES
Where it is appropriate, each category group has its own craft categories.

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ONLY BRAND OR GOVERNMENT WORK IS ELIGIBLE FOR NYFA.
NGO WORK MUST BE SUBMITTED TO THE G100 CATEGORIES.

NYFA DEFINES NGO AS
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NOT-FOR-PROFIT ART FACILITIES
FOUNDATIONS
CHARITIES
FUNDS

Return to Step 4 - Selecting Categories
ACTIVATION & ENGAGEMENT

Entries in this category group, Activation & Engagement, build brands through active interaction with the target audience. Execution is limited only by the imagination. These categories can include anything from an event, film, flash mob, or even an outdoor sculpture. The one thing it can’t be? Passive. Because with this strategy, audiences aren’t just viewing an advertisement – they should be experiencing the brand. Whether the piece elicits emotion, action or interaction, winners will have demonstrated not just a creative, unique or outrageous scenario, but also a successful and measurable idea with results that activate and engage the audience.

BEST USE

AE01 AMBIENT
Non-traditional or alternative items or placement.

AE02 BROADCAST
TV, cinema, or digital moving image or audio advertisements.

AE03 COMMUNITY BUILDING
Created extra value by fostering a sense of community, engaging the audience and inspiring interaction not only with the brand but with each other. Includes user-generated content.

AE04 COMPETITIONS & PROMOTIONAL GAMES
Contests, sweepstakes, lotteries.

AE05 CROSS-PLATFORM
Leverages multiple platforms in a unique and powerful way to engage the audience. Winners in this category will use the strengths of each platform to expand on the concept. This does not represent typical integrated campaigns where one piece of main content is used similarly across different media.

AE06 EVENTS & STUNTS
PR stunts, pop-up events, guerilla marketing.

AE07 EXHIBITIONS & INSTALLATIONS
Trade shows, art installations.

AE08 IN-STORE EXPERIENCES
Displays, demonstrations.

AE09 ONLINE AND LIVE EVENTS/CONCERTS/EXPERIENCES
Live shows, concerts, festivals.

AE10 MOBILE
Using a mobile device or platform such as tablet, phone, app.

AE11 PRINT/OUTDOOR
Using print or outdoor/out-of-home media.

AE12 REAL-TIME RESPONSE
Work done with in the moment, original thinking, fast reaction, and an investment in craft.

AE13 SMALL BUDGET/BIG IDEA
Excellence achieved with limited budget/resources. Jury brief must include budget and explanation of why you qualify for this award.

AE14 SOCIAL MEDIA
Using a social media platform such as Facebook, Twitter, Instagram.

AE15 SOCIAL/ENVIRONMENTAL GOOD: BRAND
Public service or education with an activation & engagement component. Sponsored by a brand or for-profit company.

AE16 TECHNOLOGY
Best use of technology with an activation and/or engagement component.

AE17 USE OF DATA
Creative work enhanced or driven by data. Work entered can also be about, but not limited to, data collection and research, data visualization, and data integration.

AE18 VR/AR
Having a virtual reality or augmented reality component.

DOES NOT ACCEPT NGO

JUDGING

40% IDEA/CONCEPT
25% BRAND RELEVANCE
25% EXECUTION
10% AUDIENCE EXPERIENCE
PRODUCTS & SERVICES

AE19 AUTOMOTIVE
Work related to motor vehicles, parts, repairs, fuel, etc. Please see the TRANSPORTATION category for mass transit.

AE20 CORPORATE IMAGE/CONSUMER SERVICES/B2B
Self-promotion, internal communications, recruitment, rebranding, etc.

AE21 DURABLE GOODS
Goods that yield utility over time – furniture, household appliances, consumer electronics, sports equipment, toys.

AE22 FOOD/DRINK/RESTAURANTS
Any type of food, drink, grocery, or restaurant.

AE23 HEALTHCARE
Work done for products and services dealing with health & wellness, pharma, fitness, and mental health.

AE24 MEDIA/ENTERTAINMENT/EVENTS
Any and all types of media, entertainment, or events.

AE25 NON-DURABLE HOUSEHOLD GOODS
Fast moving consumer goods, packaged foods, beverages, toiletries, candies, cosmetics, over the counter drugs, dry goods, and other consumables.

AE26 OTHER
Other products & services that don’t fit easily into the above categories. You cannot enter any other Products & Services category if you enter here.

AE27 POLITICS & GOVERNMENT
Communications regarding politics, government, or public policy.

AE28 RETAIL STORES & eCommerce
Worked related to retail stores and/or eCommerce.

AE29 TRANSPORTATION
Transportation including subways, trains, buses, bikeshares. Please Note: airlines, cruise ships and recreational vehicles should be submitted in the TRAVEL/LEISURE category.

AE30 TRAVEL/LEISURE
Travel, tourism, and/or leisure activities including but not limited to: airlines, cruise ships, hotels, recreation, etc.

AE31 UTILITIES
Including but not limited to telecommunications and energy.

AUDIO/RADIO

Entries in this category group, Audio/Radio, leave the visuals to the imagination of the viewer, choosing instead to use the power of sound to convey their message. Eligible work includes but is not limited to radio spots, podcasts, streaming and downloadable audio content.

DOES NOT ACCEPT NGO

JUDGING

40% IDEA/CONCEPT
35% BRAND RELEVANCE
25% EXECUTION

BEST USE

AU01 :60 AND UNDER
Length of each spot is :60 seconds or less.

AU02 OVER :60
Length of each spot is over :60 seconds.

AU03 PODCASTS
The ad is a podcast or runs during a podcast.

AU04 STREAMING
The ad reaches its intended audience via streaming.
**RADIO**
The ad reaches its intended audience via the radio.

**BEST USE OF MEDIUM**
Creative and innovative use of the audio/radio medium to communicate the brand’s message.

**REAL-TIME RESPONSE**
Work done with in-the-moment, original, thinking, fast reaction, and an investment in craft.

**SOCIAL/ENVIRONMENTAL GOOD: BRAND**
Public service or education for the betterment of society. Sponsored by a brand or for-profit company.

**TECHNOLOGY**
Best use of technology that is exceptionally creative, unique, or new.

**USE OF DATA**
Creative work enhanced or driven by data. Work entered can also be about, but not limited to, data collection and research, data visualization, and data integration.

**USE OF ORIGINAL MUSIC**

**USE OF LICENSED MUSIC**

**CRAFT**

**ACTING/VOICEOVER**
The acting or voiceover elevates the overall piece.

**BEST USE OF HUMOR**
Excellence in the use of humor to elevate the concept.

**MUSIC / SOUND DESIGN**
Excellence in the use of music and/or sound design to elevate the concept.

**SCRIPT/COPYWRITING**
Excellence in the use of the written word to elevate the concept.

**SOUND/AUDIO MIXING**
Excellence in the use of sound and audio mixing.

**PRODUCTS & SERVICES**

**AUTOMOTIVE**
Work related to motor vehicles, parts, repairs, fuel, etc. Please see the TRANSPORTATION category for mass transit.

**CORPORATE IMAGE/CONSUMER SERVICES/B2B**
Self-promotion, internal communications, recruitment, rebranding, etc.

**DURABLE GOODS**
Goods that yield utility over time – furniture, household appliances, consumer electronics, sports equipment, toys.

**FOOD/DRINK/RESTAURANTS**
Any work related to food, drink, groceries or restaurants.

**HEALTHCARE**
Work done for products and services dealing with health & wellness, pharma, fitness, and mental health.

**MEDIA/ENTERTAINMENT/EVENTS**
Any work related to media, entertainment or events.

**NON-DURABLE HOUSEHOLD GOODS**
Fast moving consumer goods, packaged foods, beverages, toiletries, candles, cosmetics, over the counter drugs, dry goods, and other consumables.

**OTHER**
Other products & services that don’t fit easily into the above categories. You cannot enter any other Products & Services category if you enter here.

**POLITICS & GOVERNMENT**
Communications regarding politics, government, or public policy.

**RETAIL STORES & eCommerce**
Work related to retail stores and/or eCommerce.

**TRANSPORTATION**
Transportation including subways, trains, buses, bikeshares. Please note: airlines, cruise ships and recreational vehicles should be submitted in the TRAVEL/LEISURE category.
AVANT-GARDE/INNOVATIVE

Entries in this category group, Avant-Garde/Innovative, stand out in a unique, new, groundbreaking or exceptionally creative manner. Work that sets a new standard, challenges the norm, or amazes with a huge "Wow!" factor. In addition to your supporting creative, you must provide a statement in the Jury Brief that tells the jury why your entry deserves to be judged in the category. With creative idea being the stand out component, judging will be weighted towards the Idea/Concept.

BEST USE

AG01 AUDIENCE CONNECTION
Exceptionally creative, groundbreaking, unique, or new way of connecting with the audience.

AG02 CREATIVE USE OF MEDIUM
Exceptionally creative, groundbreaking, unique, or new use of medium. Can include audio/radio, film, outdoor, or print.

AG03 CROSS-PLATFORM
Leverages multiple platforms in a unique and powerful way to engage the audience. Winners in this category will use the strengths of each platform to expand on the concept. This does not represent typical integrated campaigns where one piece of main content is used similarly across different media.

AG04 DIGITAL TRANSFORMATIONS
Exceptionally creative, groundbreaking, unique or new use of digital/mobile to change or create a new business practice.

AG05 LIVE EXPERIENCE
Connects the audience with the brand through a live experience.

AG06 PACKAGE DESIGN
Exceptionally creative, groundbreaking, unique or new use of package design.

AG07 PRODUCT INNOVATION
Exceptionally creative, groundbreaking, unique or new product.

AG08 SOCIAL MEDIA
Exceptionally creative, groundbreaking, unique or new use of social media.

AG09 USE OF DATA
Innovative use of data to inform creative executions.

AG10 SOCIAL/ENVIRONMENTAL GOOD: BRAND
Public service or education for the betterment of society. Sponsored by a brand or for-profit company.

AG11 SMALL BUDGET/BIG IDEA
Excellence achieved with limited budget/resources. Jury brief must include budget and explanation of why you qualify for this award.

AG12 TECHNOLOGY
Best use of technology that is exceptionally creative, groundbreaking, unique, or new.

DOES NOT ACCEPT NGO

JUDGING

75% IDEA/CONCEPT
25% EXECUTION

CATEGORIES

AU29 TRAVEL/LEISURE
Travel, tourism, and/or leisure activities including but not limited to airlines, cruise ships, hotels, recreation, etc.

AU30 UTILITIES
Including but not limited to telecommunications and energy.
Entries in this category group, Branded Content/Entertainment, seamlessly blend the brand’s message with entertainment/content as a way to connect with their audience. This approach chooses to entertain or inform in ways that are complementary to the Brand’s marketing strategy and values, often aiming to make an emotional connection with the audience rather than hard, straight sell.

**BEST USE**

**BE01 CROSS-PLATFORM**
Leverages multiple platforms in a unique and powerful way to engage the audience. Winners in this category will use the strengths of each platform to expand on the concept. This does not represent typical integrated campaigns where one piece of main content is used similarly across different media.

**BE02 GAMING**
In-game advertising.

**BE03 INNOVATION**
Groundbreaking, new, unique, or exceptionally creative branded content/entertainment that pushes the medium forward. *Jury brief must include why you think this idea is innovative.*

**BE04 LIVE ENTERTAINMENT**
Branded entertainment/content that happens in front of a live audience.

**BE05 REAL-TIME RESPONSE**
Leverages multiple platforms in a unique and powerful way to engage the audience. Winners in this category will use the strengths of each platform to expand on the concept. This does not represent typical integrated campaigns where one piece of main content is used similarly across different media.

**BE06 SMALL BUDGET/BIG IDEA**
Excellence achieved with limited budget/resources. *Jury brief must include budget and explanation of why you qualify for this award.*

**BE07 SOCIAL/ENVIRONMENTAL GOOD: BRAND**
Public service or education for the betterment of society. Sponsored by a brand or for-profit company.

**BE08 SPONSORSHIP INTEGRATION**
The perfect match of sponsor and content that make an emotional connection with the audience.

**BE09 USE OF DATA**
Creative work enhanced or driven by data. Work entered can also be about, but not limited to, data collection and research, data visualization, and/or data integration.

**BE10 USER-GENERATED CONTENT**
Intended to involve, engage and inspire the audience to participate and create their own content that furthers the original idea/message. The ultimate collaboration between brand and user.

**BE11 VR/AR**
Virtual reality or augmented reality.

**CRAFT**

**BE12 ACTING**
One or more performances that stand out. You can only enter acting OR casting, not both.

**BE13 ANIMATION**
Can include any type of animation. If mixed with live footage, both the animation and integration will be judged.
BE14 ART DIRECTION/PRODUCTION DESIGN
Art direction or design of the production befits the piece and elevates the concept.

BE15 BEST ORIGINAL MUSIC
Original music composed for the brand/piece that elevates the concept.

BE16 BEST USE OF HUMOR
Excellence in the use of humor to elevate the concept.

BE17 BEST USE OF MUSIC
Licensed or adapted music used to elevate the concept.

BE18 CASTING
The casting befits the concept to elevate the piece. You can only enter acting OR casting, not both.

BE19 CINEMATOGRAPHY
Excellence in the art of direction of photography in a motion picture (video or film).

BE20 DIRECTION
Excellence in the art of direction of a motion picture (video or film).

BE21 EDITING
The style and execution of editing/cutting elevates the concept in post-production.

BE22 OTHER
Must define the element of craft that should be judged.

BE23 PRODUCTION ACCOMPLISHMENT
Excellence in the execution of all craft elements working together to elevate the piece.

BE24 SCRIPT/COPYWRITING
Excellence in the use of the written word to elevate the concept.

BE25 SOUND DESIGN/USE OF SOUND
Excellence in sound design, audio mixing, or use of sound to elevate the concept.

BE26 VISUAL EFFECTS
Excellence in the use of visual effects to elevate the concept.

DISCIPLINE

BE27 AUDIO/RADIO
Using the audio/radio medium.

BE28 DIGITAL/MOBILE/SOCIAL
Using digital/mobile/social.

BE29 FILM-CINEMA/TV
Using film or video made for cinema or television.

BE30 FILM-ONLINE
Using film or video made for the web, streaming, apps, or other online medium.

BE31 OUTDOOR
Using an outdoor medium.

BE32 PRINT-DESIGN
Using design, art, or photography in either traditional or digital print media.

BE33 PRINT-WRITTEN
Using the written word in print (e.g., books, articles, stories, written ads) to entertain.

PRODUCTS & SERVICES

BE34 AUTOMOTIVE
Work related to motor vehicles, parts, repairs, fuel, etc. Please see the TRANSPORTATION category for mass transit.

BE35 CORPORATE IMAGE/CONSUMER SERVICES/B2B
Self-promotion, internal communications, recruitment, rebranding, etc.

BE36 DURABLE GOODS
Goods that yield utility over time – furniture, household appliances, consumer electronics, sports equipment, toys.

BE37 FINANCIAL & INVESTMENT
Work related to finance and investment.
BE38 FOOD/DRINK/RESTAURANTS
Any type of food, drink, grocery, or restaurant.

BE39 HEALTHCARE
Work done for products and services dealing with health & wellness, pharma, fitness, and mental health.

BE40 MEDIA/ENTERTAINMENT/EVENTS
Any and all types of media, entertainment, or events.

BE41 NON-DURABLE HOUSEHOLD GOODS
Fast moving consumer goods, packaged foods, beverages, toiletries, candies, cosmetics, over the counter drugs, dry goods, and other consumables.

BE42 OTHER
Other products & services that don’t fit easily into the above categories. You cannot enter any other Products & Services category if you enter here.

BE43 POLITICS & GOVERNMENT
Communications regarding politics, government, or public policy.

BE44 RETAIL STORES & eCommerce
Work related to retail stores and/or eCommerce.

BE45 TRANSPORTATION
Transportation including subways, trains, buses, bikeshares. Please note: airlines, cruise ships, and recreational vehicles should be submitted in the TRAVEL/LEISURE category.

BE46 TRAVEL/LEISURE
Travel, tourism, and/or leisure activities, including but not limited to: airlines, cruise ships, hotels, recreation, etc.

BE47 UTILITIES
Including but not limited to telecommunications and energy.

COLLABORATIONS & PARTNERSHIPS

Entries in the category group, Collaborations & Partnerships, bring together two or more brands, individuals and/or organizations to work on a singular message. Unique relationships can spark amazing creative and open up new audiences. These types of advertisements ultimately benefit the group as well as the individual brands with their team effort.

BEST USE

CP01 CELEBRITY/INFLUENCER
Working in collaboration or partnership with a celebrity/influencer to connect with the targeted audience.

CP02 CROSS-PLATFORM
Leverages multiple platforms in a unique and powerful way to engage the audience. Winners in this category will use the strengths of each platform to expand on the concept. This does not represent typical integrated campaigns where one piece of main content is used similarly across different media.

CP03 INNOVATION
Groundbreaking, new, unique, or exceptionally creative use of collaborations and/or partnerships that pushes the medium forward in the industry. Jury Brief must include why you think this idea is innovative.

CP04 REAL-TIME RESPONSE
Work done within the moment original thinking, fast reaction, and an investment in craft.

DOES NOT ACCEPT NGO

JUDGING

40% IDEA/CONCEPT
35% BRAND RELEVANCE
25% EXECUTION
CP05 **SOCIAL/ENVIRONMENTAL GOOD: BRAND**
Public service or education for the betterment of society. Sponsored by a brand or for-profit company.

CP06 **USE OF DATA**
Creative work enhanced or driven by data. Work entered can also be about but not limited to: data collection and research, data visualization, and data integration.

CP07 **USER-GENERATED CONTENT**
Intended to involve, engage, and inspire the audience to participate and create their own content that furthers the original idea and message. The ultimate collaboration between brand and user.

### PRODUCTS & SERVICES

**CP09 AUTOMOTIVE**
Work related to motor vehicles, parts, repairs, fuel, etc. Please see the TRANSPORTATION category for mass transit.

**CP10 CORPORATE IMAGE/CONSUMER SERVICES/B2B**
Self-promotion, internal communications, recruitment, rebranding, etc.

**CP11 DURABLE GOODS**
Goods that yield utility over time – furniture, household appliances, consumer electronics, sports equipment, toys.

**CP12 FINANCIAL & INVESTMENT**
Banking, investment, insurance.

**CP13 FOOD/DRINK/RESTAURANTS**
Any type of food, drink, grocery, or restaurant.

**CP14 HEALTHCARE**
Work done for products and services dealing with health & wellness, pharma, fitness, and mental health.

**CP15 MEDIA/ENTERTAINMENT/EVENTS**
Any and all types of media, entertainment, or events.

**CP16 NON-DURABLE HOUSEHOLD GOODS**
Fast moving consumer goods, packaged foods, beverages, toiletries, candies, cosmetics, over the counter drugs, dry goods, and other consumables.

**CP08 VIRAL**
Work that was created with the intent to go viral, widely circulated, and/or shared.

**CP07 USER-GENERATED CONTENT**
Intended to involve, engage, and inspire the audience to participate and create their own content that furthers the original idea and message. The ultimate collaboration between brand and user.

**CP17 OTHER**
Other products & services that don’t fit easily into the above categories. You cannot enter any other Products & Services category if you enter here.

**CP18 POLITICS & GOVERNMENT**
Communications regarding politics, government, or public policy.

**CP19 RETAIL STORES & eCommerce**
Worked related to retail stores and/or eCommerce.

**CP20 TRANSPORTATION**
Transportation including subways, trains, buses, bikeshares. Please note: airlines, cruise ships and recreational vehicles should be submitted in the TRAVEL/LEISURE category.

**CP21 TRAVEL/LEISURE**
Travel, tourism, and/or leisure activities including but not limited to airlines, cruise ships, hotels, recreation, etc.

**CP22 UTILITIES**
Including, but not limited to telecommunications and energy.
Design

Entries in the category group, Design, demonstrate creative excellence in visual craftsmanship. Art meets commerce here to inspire, delight, intrigue, catch the consumer’s eye and create brand recognition.

Judging

50% Execution
25% Idea/Concept
25% Brand Relevance

Brand Design

DE01 BRAND DESIGN
Launch or relaunch of new brand or product.

DE02 BOOKS
Printed or digital.

DE03 CALENDARS
Printed or digital.

DE04 CORPORATE IDENTITY
Including, but not limited, to annual reports, catalogues, recruitment.

DE05 DIGITAL/MOBILE
Work created for digital or mobile. Includes but is not limited to websites and apps.

DE06 DIRECT MAIL MARKETING
Pieces designed to be mailed directly to the consumer.

DE07 LOGOS & IDS
Includes design of logos and IDs in any media.

DE08 OTHER
Other design that does not fit easily into any of the above categories. If you enter this category you cannot enter any other Brand Design categories.

DE09 PROMOTIONAL ITEMS
Tangible items created to promote the brand or message.

DE10 PUBLICATIONS: BUSINESS COMMUNICATIONS
Brochures, catalogues, press kits, annual reports & information.

DE11 NEW BRAND IDENTITY
Launch or relaunch of new brand or product.

DE12 REBRAND IDENTITY

DE13 PUBLICATIONS: EDITORIAL
Magazines, cover art, newspapers.

DE14 SELF-PROMOTION
Promotes the company in an indirect way.

DE15 LIMITED EDITION/ONE-OFF/SPECIALTY ITEMS
Limited edition design that elevates the concept.

DE16 PACKAGING
Packaging design that elevates the concept.

DE17 POSTERS
Poster design that elevates the concept.

DE18 SMALL BUDGET/BIG IDEA
Excellence achieved with limited budget/resources. Jury Brief must include budget and explanation of why you qualify for this award.

Craft

DE19 ART DIRECTION/PRODUCTION DESIGN
Art direction or design of the production befits the concept to elevate the piece.

DE20 BEST USE OF HUMOR
Excellence in the use of humor to elevate the concept.
2O23 ENTRY GUIDE  / CATEGORIES

DE21 COPYWRITING
Excellence in the use of the written word to elevate the concept.

DE22 GRAPHIC DESIGN
Excellence in the use of graphic design elements.

DE23 ILLUSTRATION
Excellence in the use of illustration.

DE24 OTHER
Must define the element of craft that should be judged.

DE25 PHOTOGRAPHY
Excellence in the use and execution of photography to elevate the piece.

DE26 TYPOGRAPHY
Must define the element of craft that should be judged.

ENVIRONMENTAL/EXPERIENTIAL DESIGN

DE27 BEST ENVIRONMENTAL/EXPERIENTIAL DESIGN
Other environmental/experiential design that does not fit easily into the above categories. If you enter this category you cannot enter any other Environmental/Experiential Design categories.

DE28 eCOMMERCE
Design of online commerce site or app.

DE29 EXHIBITIONS & LIVE EVENTS
Design of an exhibition or live event to promote a brand or brand’s message.

DE30 HOSPITALITY & LEISURE
Any hospitality or leisure related design to promote a brand or brand’s message.

DE31 PUBLIC SPACES
Design of a public space or designed for a public space.

DE32 RETAIL STORES
Including temporary and permanent design.

DIGITAL/MOBILE

Entries in this category group, Digital/Mobile, reach their intended audience through websites, mobile apps, banner ads, rich media or other technology. Eligible platforms include but are not limited to tablets, computers, wearable technology, digital screens, and mobile phones.

DOES NOT ACCEPT NGO

JUDGING
40% IDEA/CONCEPT
35% BRAND RELEVANCE
25% EXECUTION

BEST USE

DM01 360° VIDEO
Use of 360 degree video.

DM02 APPS
Advertising via applications created for mobile or other digital platforms.

DM03 BANNERS & RICH MEDIA ADVERTISING
Best use of banners and other rich media advertising to reach and connect with intended audience.
DM04 CROSS-PLATFORM
Leverages multiple platforms in a unique and powerful way to engage the audience. Winners in this category will use the strengths of each platform to expand on the concept. This does not represent typical integrated campaigns where one piece of main content is used similarly across different media.

DM05 DEVICES / WEARABLES
Interface and navigation.

DM06 DIGITAL TRANSFORMATIONS
Using digital platforms to evolve how business is conducted.

DM07 GAMES
Advertising via games created for mobile or other digital platforms.

DM08 INNOVATION: TECHNOLOGY
Groundbreaking, new, unique or exceptionally creative use of technology. Jury Brief must include why you think this idea is innovative.

DM09 INTERFACE & NAVIGATION (UX/UI)
Excellence in the design of interface & navigation that elevates the concept and is pleasing for the user.

DM10 IN-LOCATION EXPERIENCES
Innovative, exciting, creative use of experiences for the customer in physical locations.

DM11 OTHER
Must define the element that should be judged.

DM12 REAL-TIME RESPONSE
Work done with in the moment original thinking, fast reaction, and an investment in craft.

DM13 USE OF DATA
Creative work enhanced or driven by data. Work entered can also be about, but not limited to, data collection and research, data visualization, and data integration.

DM14 USER-GENERATED CONTENT
Intended to involve, engage and inspire the audience to participate and create their own content that furthers the original idea and message. The ultimate collaboration between brand and user.

DM15 VIRAL
Work that was created with the intent to go viral, widely circulated, shared.

DM16 VOICE ACTIVATION
Work using voice activated technology.

DM17 VR/AR
Best use of virtual reality or augmented reality.

CRAFT

DM18 ANIMATION
Can include any type of animation. If mixed with live footage, both the animation and integration will be judged.

DM19 ART DIRECTION/PRODUCTION DESIGN
Art direction or design of the production befits the concept to elevate the piece.

DM20 BEST USE OF HUMOR
Excellence in the use of humor to elevate the concept.

DM21 COPYWRITING
Excellence in the use of the written word to elevate the concept.

DM22 GRAPHIC DESIGN
Excellence in the use of graphic design elements.

DM23 ILLUSTRATION
Excellence in the use of illustration.

DM24 INTERFACE & NAVIGATION (UX/UI)
Excellence in the design of interface and/or navigation that elevates the concept and is pleasing for the user.

DM25 MOTION GRAPhICS
Excellence in the art of moving graphic design. Can include elements of typography or digital images.

DM26 MUSIC/SOUND DESIGN
Excellence in the use of music and/or sound design to elevate the concept.

DM27 OTHER
Must define the element of craft that should be judged.

DM28 PHOTOGRAPHY
Excellence in the use and execution of photography to elevate the piece.
MOBILE PLATFORM

DM29 CORPORATE COMMUNICATIONS
Corporate communications created for mobile platforms.

DM30 eCOMMERCE/mCOMMERCE
Ecommerce created for mobile platforms.

DM31 GAMES
Branded games created for mobile platforms.

DM32 MEDIA/ENTERTAINMENT
Media/entertainment advertising created for mobile platforms.

DM33 POLITICS & GOVERNMENT
Communications regarding politics, government, or public policy.

DM34 PRODUCTS & SERVICES
Products & services advertising created for mobile platforms.

DM35 SOCIAL MEDIA
Advertising through social media created for mobile platforms.

DM36 SOCIAL/ENVIRONMENTAL GOOD: BRAND
Public service or education for the betterment of society. Sponsored by a brand or for-profit company.

DIRECT

Entries in this category group, Direct, directly connect the brand with the intended audience, creating a one-to-one communication/relationship. Great collateral pieces charm and educate while building a brand’s image. They give consumers something to hold in their hands and hopefully their hearts as well.

DOES NOT ACCEPT NGO

JUDGING
40% IDEA/CONCEPT
35% BRAND RELEVANCE
25% EXECUTION

BEST USE

DC01 AMBIENT
Non-traditional or alternative items or placement.

DC02 LAUNCH
Best use of direct or collateral to launch a new product or service.

DC03 REAL-TIME RESPONSE
Work done with in-the-moment original thinking, fast reaction, and an investment in craft.

DC04 SMALL BUDGET/BIG IDEA
Excellence achieved with limited budget/resources. Jury Brief must include budget and explanation of why you qualify for this award.

DC05 SOCIAL/ENVIRONMENTAL GOOD: BRAND
Public service or education for the betterment of society. Sponsored by a brand or for-profit company.

DC06 TARGETED MAILING/PROGRAMMATIC MAILING
Advertising that directly connects with the intended audience via automated systems.

DC07 TECHNOLOGY
Best use of technology that is exceptionally creative, unique, or new.

DC08 USE OF BROADCAST/STREAMING
Advertising that directly connects with the intended audience via media broadcast or streaming.
## CRAFT

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DC09 USE OF DATA</strong></td>
<td>Creative work enhanced or driven by data. Work entered can also be about, but not limited to, data collection and research, data visualization, and data integration.</td>
</tr>
<tr>
<td><strong>DC10 USER-GENERATED CONTENT</strong></td>
<td>Intended to involve, engage and inspire the audience to participate and create their own content that furthers the original idea and message. The ultimate collaboration between brand and user.</td>
</tr>
<tr>
<td><strong>DC11 IRL TO VIRTUAL INTEGRATION</strong></td>
<td>Coordinated campaigns to drive traffic from direct mail to digital channels.</td>
</tr>
<tr>
<td><strong>DC12 ART DIRECTION/PRODUCTION DESIGN</strong></td>
<td>Art direction or design of the production befits the concept to elevate the piece.</td>
</tr>
<tr>
<td><strong>DC13 BEST USE OF HUMOR</strong></td>
<td>Excellence in the use of humor to elevate the concept.</td>
</tr>
<tr>
<td><strong>DC14 COPYWRITING</strong></td>
<td>Excellence in the use of the written word to elevate the concept.</td>
</tr>
<tr>
<td><strong>DC15 GRAPHIC DESIGN</strong></td>
<td>Excellence in the use of graphic design elements.</td>
</tr>
<tr>
<td><strong>DC16 ILLUSTRATION</strong></td>
<td>Excellence in the use of illustration.</td>
</tr>
<tr>
<td><strong>DC17 OTHER</strong></td>
<td>Must define the element of craft that should be judged.</td>
</tr>
<tr>
<td><strong>DC18 PHOTOGRAPHY</strong></td>
<td>Excellence in the use and execution of photography to elevate the piece.</td>
</tr>
<tr>
<td><strong>DC19 TYPOGRAPHY</strong></td>
<td>Excellence in the use and execution of typography to elevate the piece.</td>
</tr>
</tbody>
</table>

## PRODUCTS & SERVICES

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<tr>
<td><strong>DC20 AUTOMOTIVE</strong></td>
<td>Work related to motor vehicles, parts, repairs, fuel, etc. Please see the TRANSPORTATION category for mass transit.</td>
</tr>
<tr>
<td><strong>DC21 CORPORATE IMAGE/CONSUMER SERVICES/B2B</strong></td>
<td>Self-promotion, internal communications, recruitment, rebranding, etc.</td>
</tr>
<tr>
<td><strong>DC22 DURABLE GOODS</strong></td>
<td>Goods that yield utility over time – furniture, household appliances, consumer electronics, sports equipment, toys.</td>
</tr>
<tr>
<td><strong>DC23 FINANCIAL &amp; INVESTMENT</strong></td>
<td>Banking, investment, insurance.</td>
</tr>
<tr>
<td><strong>DC24 FOOD/DRINK/RESTAURANTS</strong></td>
<td>Any type of food, drink, grocery, or restaurant.</td>
</tr>
<tr>
<td><strong>DC25 HEALTHCARE</strong></td>
<td>Work done for products and services dealing with health &amp; wellness, pharma, fitness, and mental health.</td>
</tr>
<tr>
<td><strong>DC26 MEDIA/ENTERTAINMENT/EVENTS</strong></td>
<td>Any and all types of media, entertainment, or events.</td>
</tr>
<tr>
<td><strong>DC27 NON-DURABLE HOUSEHOLD GOODS</strong></td>
<td>Fast moving consumer goods, packaged foods, beverages, toiletries, candies, cosmetics, over the counter drugs, dry goods, and other consumables.</td>
</tr>
<tr>
<td><strong>DC28 OTHER</strong></td>
<td>Other products and/or services that don’t fit easily into the above categories. You cannot enter any other Products &amp; Services category if you enter here.</td>
</tr>
</tbody>
</table>
DC29 POLITICS & GOVERNMENT
Communications regarding politics, government, or public policy.

DC30 RETAIL STORES & eCommerce
Worked related to retail stores and/or eCommerce.

DC31 TRANSPORTATION
Transportation including subways, trains, buses, bike shares. Please note: airlines, cruise ships and recreational vehicles should be submitted in the TRAVEL/LEISURE category.

DC32 TRAVEL/LEISURE
Travel, tourism, and/or leisure activities including but not limited to airlines, cruise ships, hotels, recreation, etc.

DC32 UTILITIES
Including but not limited to telecommunications and energy.

FILM

Entries in this category group, Film, are moving image advertisements. Whether made for television, cinema, online, mobile devices, outdoor or elsewhere these pieces demonstrate excellence in storytelling using the medium of film or video.

You must enter the film in this category, or have the link available as supplemental for the judges, not just a case video.

BEST USE

FI01 360° VIDEO
Use of 360 degree video.

FI02 INTEGRATED CAMPAIGN
Must be entered as a campaign using 3 or more different types of media, led by a film component.

FI03 INTERACTIVE
Film created to be interactive.

FI04 MADE FOR ONLINE
Film originally created for online, usually longer form content. If you enter here, cannot enter FI05 or FI06.

FI05 MADE FOR SOCIAL MEDIA
Film originally created for social media, usually shorter form content. If you enter here, cannot enter FI04 or FI06.

FI06 MADE FOR TV & CINEMA
Film/commercial originally created for TV & cinema buys. If you enter here, cannot enter FI04 or FI05.

FI07 REAL-TIME RESPONSE
Work done with in the moment original thinking, fast reaction, and an investment in craft.

FI08 SMALL BUDGET/BIG IDEA
Excellence achieved with limited budget/resources. Jury brief must include budget and explanation of why you qualify for this award.

FI09 SOCIAL/ENVIRONMENTAL GOOD: BRAND
Public service or education for the betterment of society. Sponsored by a brand or for-profit company.

FI10 UNDER :10 SECONDS
Length of each spot is :10 seconds or less.

FI11 USE OF DATA
Creative work enhanced or driven by data. Work entered can also be about, but not limited to, data collection and research, data visualization, and data integration.
PRODUCTS & SERVICES

F13 AUTOMOTIVE
Work related to motor vehicles, parts, repairs, fuel, etc. Please see the TRANSPORTATION category for mass transit.

F14 CORPORATE IMAGE/CONSUMER SERVICES/B2B
Self-promotion, internal communications, recruitment, rebranding, etc.

F15 DURABLE GOODS
Goods that yield utility over time – furniture, household appliances, consumer electronics, sports equipment, toys.

F16 FOOD/DRINK/RESTAURANTS
Any type of food, drink, grocery, or restaurant.

F17 HEALTHCARE
Work done for products and services dealing with health & wellness, pharma, fitness, and mental health.

F18 MEDIA/ENTERTAINMENT/EVENTS
Any and all types of media, entertainment, or events.

F19 NON-DURABLE HOUSEHOLD GOODS
Fast moving consumer goods, packaged foods, beverages, toiletries, candies, cosmetics, over the counter drugs, dry goods, and other consumables.

F120 OTHER
Other products and/or services that don't fit easily into the above categories. You cannot enter any other Products & Services category if you enter here.

F121 POLITICS & GOVERNMENT
Communications regarding politics, government, or public policy.

F122 RETAIL STORES & eCOMMERCE
Worked related to retail stores and/or eCommerce.

F123 TRANSPORTATION
Transportation including subways, trains, buses, bikeshares. Please note: airlines, cruise ships and recreational vehicles should be submitted in the TRAVEL/LEISURE category.

F124 TRAVEL/LEISURE
Travel, tourism, and/or leisure activities including but not limited to airlines, cruise ships, hotels, recreation, etc.

F125 UTILITIES
Including but not limited to telecommunications and energy.

FILM CRAFT

You can’t have great ads without great production. The Film Craft category group honors the individual contributions that create the mood, bring all the different moving parts together, and puts the spotlight on the people behind-the-scenes who collaborate to create great commercial films.

DOES NOT ACCEPT NGO JUDGING

100% EXECUTION
FILM CRAFT

FC01  ACTING
One or more performances stand out. You can only enter acting OR casting, not both.

FC02  ANIMATION
Can include any type of animation. If mixed with live footage, both the animation and integration will be judged.

FC03  ART DIRECTION/PRODUCTION DESIGN
Art direction or design of the production befits the concept to elevate the piece.

FC04  CASTING
The casting befits the concept to elevate the piece. You can only enter acting OR casting, not both.

FC05  BEST USE OF MUSIC
Licensed or adapted music used to elevate the concept.

FC06  BEST ORIGINAL MUSIC
Original music composed for the brand/piece that elevates the concept.

FC07  CINEMATOGRAPHY
Excellence in the art of direction of photography in a motion picture (video or film).

FC08  DIRECTION
Excellence in the art of direction of a motion picture (video or film).

FC09  EDITING
The style and execution of editing/cutting elevates the concept in post-production.

FC10  FINISHING: COLOR CORRECTION/GRADING
Excellence in the use of color correcting and grading to elevate the concept.

FC11  INNOVATION
Innovative use of craft that elevates the concept.

FC12  PRODUCTION ACCOMPLISHMENT
Excellence in execution of all craft elements involved.

FC13  SCRIPT/COPYWRITING
Excellence in the written word to elevate the concept.

FC14  SMALL BUDGET/BIG IDEA
Excellence achieved with limited budget/resources. Jury brief must include budget and explanation of why you qualify for this award.

FC15  SOUND DESIGN/USE OF SOUND
Excellence in sound design, audio mixing, or use of sound that elevates the concept.

FC16  VISUAL EFFECTS
Excellence in the use of visual effects to elevate the concept.

FINANCIAL

Entries in this category group, Financial, are all about gaining the rarest kind of consumer trust. These accounts are dedicated to educating consumers to the value of the product while convincing them to entrust the brand with their finances and most sensitive personal data. These campaigns have to be captivating, creative and informative while being held to the highest legal and ethical standards. Winners in these categories may include all types of media used in service of financial advertising and marketing.

DOES NOT ACCEPT NGO

JUDGING

40% IDEA/CONCEPT
35% BRAND RELEVANCE
25% EXECUTION
BUSINESS TO BUSINESS

FN01 ACTIVATION & ENGAGEMENT
Financial advertising with an activation and/or engagement component.

FN02 ANNUAL REPORTS
Yearly statement; covers the current state of a company, its future goals, and a comprehensive financial breakdown of the past year for interested parties.

FN03 ACCOUNTING, AUDIT & TAX SERVICES
Accounting, audit & tax services for business to business.

FN04 CORPORATE IMAGE/CONSUMER SERVICES/B2B
Self-promotion, internal communications, recruitment, rebranding, etc.

FN05 EMPLOYEE COMMUNICATIONS
Work created to communicate ideas, concepts, and internal changes.

FN06 FINANCIAL ADVISERS
Communications regarding financial advisers.

FN07 FINANCIAL SERVICE PROVIDER
Communications regarding financial service providers.

FN08 INVESTMENT BANKS
Communications regarding investment banks.

FN09 MUTUAL FUNDS
Communications regarding mutual funds.

CONSUMER

FN10 ACCOUNTING, AUDIT & TAX SERVICES
Accounting, audit & tax services for the consumer.

FN11 ANNUAL REPORTS
Yearly statement; covers the current state of a company, its future goals, and a comprehensive financial breakdown of the past year for interested parties.

FN12 BANKS: COMMERCIAL + RETAIL
Communications regarding commercial and retail banks.

FN13 CORPORATE IMAGE/CONSUMER SERVICES/B2B
Communications regarding self-promotion, recruitment, rebranding, etc.

FN14 CREDIT CARD
Communications regarding credit cards, promotions, and sponsorships.

FN15 CREDIT UNIONS
Communications regarding credit unions.

FN16 FINANCIAL ADVISERS
Communications regarding financial advisers.

FN17 FINANCIAL MEDIA
Communications regarding financial media.

FN18 FINANCIAL SOFTWARE/TECHNOLOGY
Communications regarding financial software and other technology.

FN19 FINANCIAL PLANNING
Communications regarding financial planning.

FN20 INSURANCE
Communications regarding insurance.

FN21 LENDING
Communications regarding lending.

FN22 MUTUAL FUNDS
Communications regarding mutual funds.

FN23 FINANCIAL SERVICE PROVIDER
Communications regarding financial institutions/payment processors.

FN24 RETIREMENT PLANNING
Excellence in communications regarding retirement planning.
USE OF DISCIPLINE/MEDIUM

**FN25 BRANDING**
Excellence in the art of branding.

**FN26 DIRECT**
Excellence in the art of direct communication with the intended audience.

**FN27 INTEGRATED (MIXED MEDIA)**
Excellence in communication using 3 or more different types of media.

**FN28 EVENTS**
Excellence in event or program promotion. Includes all types of media advertising at or during the event or program.

**FN29 GUERRILLA/ALTERNATIVE MEDIA/LOCATION-BASED MEDIA**
Excellence in PR stunts, pop-up events, and/or guerilla marketing.

**FN30 OUTDOOR/TRANSIT/OUT-OF-HOME**
Excellence in communication utilizing outdoor elements.

**FN31 SMALL BUDGET/BIG IDEA (<$100,000 USD)**
Excellence achieved with limited budget/resources. Jury brief must include budget and explanation of why you qualify for this award.

**FN32 PRINT**
Excellence in communication using printed communications.

**FN33 AUDIO/RADIO**
Excellence in communications using radio, podcasts, streaming audio, etc.

**FN34 FILM – NON–BROADCAST**
Excellence in communications using motion video not shown on TV or cinema screens.

**FN35 FILM – TV/CINEMA**
Excellence in communications using motion video for TV or cinema.

**FN36 MARKETING + PROMOTIONS**
Excellence in communications used to inform and increase awareness to target audiences of the merits of a product, service, brand, or issue.

**FN37 PUBLIC RELATIONS**
Excellence in communications used to better the relationship between company and consumer.

**FN38 SPONSORSHIP**
Excellence in sponsorships, promotions, and tie-ins.

**FN39 ONLINE**
Excellence in work created for digital or mobile, including websites, apps, etc.

**FN40 SOCIAL MEDIA**
Excellence in work created for social media platforms.

**FN41 WEBSITE**
Excellence in website design.

HELL’S KITCHEN
ALCOHOL | CANNIBAS | SPORTS BETTING

Entries in the Category Group, Hell’s Kitchen, demonstrate creative excellence in all areas of Alcohol, Cannabis, and/or Sports-Betting advertising.

**DOES NOT ACCEPT NGO**

**JUDGING**

40% IDEA/CONCEPT
35% BRAND RELEVANCE
25% EXECUTION
## PRODUCT AND SERVICE  **ALCOHOL**

<table>
<thead>
<tr>
<th>HA01</th>
<th>BEER</th>
<th>HA04</th>
<th>SPIRITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>HA02</td>
<td>MICROBREWERY</td>
<td>HA05</td>
<td>WINE</td>
</tr>
<tr>
<td>HA03</td>
<td>NON-ALCOHOLIC</td>
<td>HA06</td>
<td>OTHER</td>
</tr>
</tbody>
</table>

## BEST USE  **ALCOHOL**

<table>
<thead>
<tr>
<th>HA07</th>
<th>ACCESSORIES/TECH</th>
<th>HA15</th>
<th>MERCH</th>
</tr>
</thead>
<tbody>
<tr>
<td>HA08</td>
<td>ACTIVATION/ENGAGEMENT</td>
<td>HA16</td>
<td>ONLINE</td>
</tr>
<tr>
<td>HA09</td>
<td>BOTTLE DESIGN</td>
<td>HA17</td>
<td>OUTDOOR</td>
</tr>
<tr>
<td>HA10</td>
<td>CAN DESIGN</td>
<td>HA18</td>
<td>PRINT</td>
</tr>
<tr>
<td>HA11</td>
<td>BRANDING</td>
<td>HA19</td>
<td>SOCIAL MEDIA</td>
</tr>
<tr>
<td>HA12</td>
<td>FILM</td>
<td>HA20</td>
<td>SPOKESPERSON/INFLUENCER</td>
</tr>
<tr>
<td>HA13</td>
<td>HUMOR</td>
<td>HA21</td>
<td>WEBSITE</td>
</tr>
<tr>
<td>HA14</td>
<td>LOGO DESIGN</td>
<td>HA22</td>
<td>OTHER</td>
</tr>
</tbody>
</table>

## PRODUCT AND SERVICE  **CANNABIS**

<table>
<thead>
<tr>
<th>HC01</th>
<th>FLOWER/HERBAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Including but not limited to pre-packed, pre-rolls, strains.</td>
</tr>
<tr>
<td>HC02</td>
<td>EDIBLES</td>
</tr>
<tr>
<td></td>
<td>Including but not limited to gummies, lozenges, chocolates, beverages, baked goods</td>
</tr>
<tr>
<td>HC03</td>
<td>TINCTURES &amp; OILS</td>
</tr>
<tr>
<td>HC04</td>
<td>HEALTH &amp; BEAUTY</td>
</tr>
<tr>
<td></td>
<td>Rubs, salves, creams, sprays, etc.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HC05</th>
<th>VAPES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Including but not limited to pens and cartridge systems.</td>
</tr>
<tr>
<td>HC06</td>
<td>SMOKING ACCESSORIES</td>
</tr>
<tr>
<td></td>
<td>Including but not limited to glass, pipes, cones, rolling papers.</td>
</tr>
</tbody>
</table>

## BEST USE  **CANNABIS**

<table>
<thead>
<tr>
<th>HC07</th>
<th>ACCESSORIES/TECH</th>
</tr>
</thead>
<tbody>
<tr>
<td>HC08</td>
<td>ACTIVATION/ENGAGEMENT</td>
</tr>
<tr>
<td>HC09</td>
<td>BOUTIQUE/ENDORSED BRANDS</td>
</tr>
</tbody>
</table>
HC10 BRANDING
Including but not limited to strains, products, and stores.

HC11 FILM

HC12 HUMOR

HC13 LOGO DESIGN

HC14 MERCH

HC15 ONLINE

HC16 OUTDOOR

HC17 PRINT

HC18 RETAIL EXPERIENCE
Customer experience, omnichannel retail.

HC19 SOCIAL MEDIA

HC20 SPOKESPERSON/INFLUENCER

HC21 STORE DESIGN

HC22 WEBSITE

HC23 OTHER

BEST USE SPORTS BETTING

HS01 ACTIVATION/ENGAGEMENT

HS02 CROSS–PLATFORM CAMPAIGN

HS03 FILM

HS04 HUMOR

HS05 LOGO DESIGN

HS06 MERCH

HS07 ONLINE

HS08 OUTDOOR

HS09 PRINT

HS10 SOCIAL MEDIA

HS11 SPOKESPERSON/INFLUENCER

HS12 OTHER PACKAGING DESIGN

OUTDOOR

Entries in the category group, Outdoor, may use many kinds of media but are all seen and experienced out of home. Utilizing public spaces to convey the brand’s message, including but not limited to: Billboards, Posters, Transit Advertising, Ambient Advertising, Digital Screens, Public Events, Public Spaces, etc.

DOES NOT ACCEPT NGO

JUDGING

40% IDEA/CONCEPT
35% BRAND RELEVANCE
25% EXECUTION

PRODUCTS & SERVICES

OU01 AMBIENT
Non-traditional or alternative items or placement.

OU02 BILLBOARDS/INSTALLATIONS/POSTERS
Best use of billboards, installations, or posters. Traditional paid media displays.
OU03 CROSS-PLATFORM
Leverages multiple platforms in a unique and powerful way to engage the audience. Winners in this category will use the strengths of each platform to expand on the concept. This does not represent typical integrated campaigns where one piece of main content is used similarly across different media.

OU04 DIGITAL DISPLAYS
Best use of digital displays in public, out-of-home, spaces. Can include indoor or outdoor public spaces.

OU05 EXPERIENTIAL
Best use of experiential advertising and marketing in an outdoor setting.

OU06 MURAL
Best use of murals for outdoor advertising and marketing.

OU07 REAL-TIME RESPONSE
Work done with in-the-moment and original thinking, fast reaction, and an investment in craft.

OU08 SMALL BUDGET/BIG IDEA
Excellence achieved with limited budget/resources. Jury Brief must include budget and explanation of why you qualify for this award.

OU09 SOCIAL/ENVIRONMENTAL GOOD: BRAND
Public service or education for the betterment of society. Sponsored by a brand or for-profit company.

OU10 TAKEOVER
Best outdoor/out-of-home takeover.

OU11 TECHNOLOGY
Best use of technology that is exceptionally creative, unique, or new for an outdoor piece.

OU12 TRANSIT
Best use of transit for outdoor advertising and marketing.

OU13 USE OF DATA
Creative work enhanced or driven by data. Work entered can also be about but not limited to: data collection and research, data visualization, and data integration.

OU14 USER-GENERATED CONTENT
Intended to involve, engage, and inspire the audience to participate and create their own content that furthers the original idea and message. The ultimate collaboration between brand and user.

CRAFT

OU15 ART DIRECTION
Art direction or design of the production befits the concept to elevate the piece.

OU16 BEST USE OF HUMOR
Excellence in the use of humor to elevate the concept.

OU17 COPYWRITING
Excellence in the use of the written word to elevate the concept.

OU18 GRAPHIC DESIGN
Excellence in the use of graphic design elements.

OU19 ILLUSTRATION
Excellence in the use of illustration.

OU20 OTHER
Must define the element of craft that should be judged.

OU21 PHOTOGRAPHY
Excellence in the use and execution of photography to elevate the piece.

OU22 TYPOGRAPHY
Excellence in the use and execution of typography to elevate the piece.

PRODUCTS & SERVICES

OU23 AUTOMOTIVE
Work related to motor vehicles, parts, repairs, fuel, etc. Please see the TRANSPORTATION category for mass transit.

OU24 CORPORATE IMAGE/CONSUMER SERVICES/B2B
Self-promotion, internal communications, recruitment, rebranding, etc.
OU25 DURABLE GOODS
Goods that yield utility over time – furniture, household appliances, consumer electronics, sports equipment, toys.

OU26 FINANCIAL & INVESTMENT
Banking, investment, insurance.

OU27 FOOD/DRINK/RESTAURANTS
Any type of food, drink, grocery, or restaurant.

OU28 HEALTHCARE
Work done for products and services dealing with health & wellness, pharma, fitness, and mental health.

OU29 MEDIA/ENTERTAINMENT/EVENTS
Any and all types of media, entertainment, or events.

OU30 NON-DURABLE HOUSEHOLD GOODS
Fast moving consumer goods, packaged foods, beverages, toiletries, candies, cosmetics, over the counter drugs, dry goods, and other consumables.

OU31 OTHER
Other products and/or services that don’t fit easily into the above categories. You cannot enter any other Products & Services category if you enter here.

OU32 POLITICS & GOVERNMENT
Communications regarding politics, government, or public policy.

OU33 RETAIL STORES & eCOMMERCE
Work related to retail stores and/or eCommerce.

OU34 TRANSPORTATION
Transportation including subways, trains, buses, bikeshares. Please note: airlines, cruise ships and recreational vehicles should be submitted in the TRAVEL/LEISURE category.

OU35 TRAVEL/LEISURE
Travel, tourism, and/or leisure activities including, but not limited to: airlines, cruise ships, hotels, recreation, etc.

OU36 UTILITIES
Including but not limited to telecommunications and energy.

PACKAGE & PRODUCT DESIGN

Entries in this category group, Package & Product Design, are all about the craft and creation of packaging or new products. The best of the best in this category blend great design with function that ultimately enhances the brand.

DOES NOT ACCEPT NGO

JUDGING
50% EXECUTION
30% IDEA/CONCEPT
20% BRAND RELEVANCE

BEST USE

PD01 BEST NEW GREEN PACKAGE DESIGN
Packaging that is environmentally friendly or made with the intent to help protect the planet and resources. Can include recyclable, biodegradable, compostable, reusable.

PD02 BEST NEW GREEN PRODUCT DESIGN
A product that is environmentally friendly or made with the intent to help protect the planet and resources. Can include recyclable, biodegradable, compostable, reusable.
PD03 **INNOVATION**
Groundbreaking, new, unique, or exceptionally creative work in package/product design that pushes the medium forward. Jury Brief must include why you think this idea is innovative.

PD04 **REAL-TIME RESPONSE**
Work done with in-the-moment, original, thinking, fast reaction, and an investment in craft.

PD05 **SOCIAL/ENVIRONMENTAL GOOD: BRAND**
Public service or education for the betterment of society. Sponsored by a brand or for-profit company.

PD06 **TECHNOLOGY**
Best use of technology that is exceptionally creative, unique, or new in package or product design.

PD07 **USE OF DATA**
Creative work enhanced or driven by data. Work entered can also be about, but not limited to, data collection and research, data visualization, and data integration.

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**CRAFT**

PD08 **ART DIRECTION / PRODUCTION DESIGN**
Art direction or design of the production befits the concept to elevate the piece.

PD09 **COPYWRITING**
Excellence in the use of the written word to elevate the concept.

PD10 **GRAPHIC DESIGN**
Excellence in the use of graphic design elements.

PD11 **ILLUSTRATION**
Excellence in the use of illustration.

PD12 **OTHER**
Must define the element of craft that should be judged.

PD13 **PHOTOGRAPHY**
Excellence in the use and execution of photography to elevate the piece.

PD14 **TYPOGRAPHY**
Excellence in the use and execution of typography to elevate the piece.

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**PRODUCTS & SERVICES**

PD15 **AUTOMOTIVE**
Work related to motor vehicles, parts, repairs, fuel, etc. Please see the TRANSPORTATION category for mass transit.

PD16 **CORPORATE IMAGE/CONSUMER SERVICES/B2B**
Self-promotion, internal communications, recruitment, rebranding, etc.

PD17 **DURABLE GOODS**
Goods that yield utility over time – furniture, household appliances, consumer electronics, sports equipment, toys.

PD18 **FINANCIAL & INVESTMENT**
Banking, investment, insurance.

PD19 **FOOD/DRINK/RESTAURANTS**
Any type of food, drink, grocery, or restaurant.

PD20 **HEALTHCARE**
Work done for products and services dealing with health & wellness, pharma, fitness, and mental health.

PD21 **MEDIA/ENTERTAINMENT/EVENTS**
Any and all types of media, entertainment, or events.

PD22 **NON-DURABLE HOUSEHOLD GOODS**
Fast moving consumer goods, packaged foods, beverages, toiletries, candies, cosmetics, over the counter drugs, dry goods, and other consumables.

PD23 **OTHER**
Other products and/or services that don’t fit easily into the above categories. You cannot enter any other Products & Services category if you enter here.
PRINT

This category group, Print, honors excellence in printed or published media. Eligible entries including but not limited to billboards, posters, newspapers, magazines, calendars, whether traditional printed materials or digital.

DOES NOT ACCEPT NGO

JUDGING

40% IDEA/CONCEPT
35% BRAND RELEVANCE
25% EXECUTION

BEST USE

PT01 INTEGRATED CAMPAIGN
Must be entered as a campaign using 3 or more different types of media, led by a print component.

PT02 INTERACTIVE
Print advertising created to be interactive with the intended audience.

PT03 NEWSPAPER/MAGAZINE
Best use of print in a newspaper or magazine.

PT04 OTHER
Must define the element that should be judged.

PT05 REAL-TIME RESPONSE
Work done with in-the-moment, original, thinking, fast reaction, and an investment in craft.

PT06 SOCIAL/ENVIRONMENTAL GOOD: BRAND
Public service or education for the betterment of society. Sponsored by a brand or for-profit company.

PT07 TECHNOLOGY
Best use of technology that is exceptionally creative, unique, or new in print.

PT08 USE OF DATA
Creative work enhanced or driven by data. Work entered can also be about, but not limited to, data collection and research, data visualization, and data integration.
CRAFT

PT09 ART DIRECTION
Excellence in overall execution of and compilation of various visual languages to form one distinct, aesthetic voice.

PT10 BEST USE OF HUMOR
Excellence in the use of humor to elevate the concept.

PT11 COPYWRITING
Excellence in the use of the written word to elevate the concept.

PT12 GRAPHIC DESIGN
Excellence in the use of graphic design to elevate the concept.

PT13 ILLUSTRATION
Excellence in the use of illustration.

PT14 OTHER
Must define the element of craft that should be judged.

PT15 PHOTOGRAPHY
Excellence in the use and execution of photography to elevate the piece.

PT16 TYPOGRAPHY
Excellence in the use and execution of typography to elevate the piece.

PRODUCTS & SERVICES

PT17 AUTOMOTIVE
Work related to motor vehicles, parts, repairs, fuel, etc. Please see the TRANSPORTATION category for mass transit.

PT18 CORPORATE IMAGE/CONSUMER SERVICES/B2B
Self-promotion, internal communications, recruitment, rebranding, etc.

PT19 DURABLE GOODS
Goods that yield utility over time – furniture, household appliances, consumer electronics, sports equipment, toys.

PT20 FOOD/DRINK/RESTAURANTS
Any type of food, drink, grocery, or restaurant.

PT21 HEALTHCARE
Work done for products and services dealing with health & wellness, pharma, fitness, and mental health.

PT22 MEDIA/ENTERTAINMENT/EVENTS
Any and all types of media, entertainment, or events.

PT23 NON-DURABLE HOUSEHOLD GOODS
Fast moving consumer goods, packaged foods, beverages, toiletries, candies, cosmetics, over the counter drugs, dry goods, and other consumables.

PT24 OTHER
Other products and/or services that don’t fit easily into the above categories. You cannot enter any other Products & Services category if you enter here.

PT25 POLITICS & GOVERNMENT
Communications regarding politics, government, or public policy.

PT26 RETAIL STORES & eCommerce
Work related to retail stores and/or eCommerce.

PT27 TRANSPORTATION
Transportation including subways, trains, buses, bikeshares. Please note: airlines, cruise ships and recreational vehicles should be submitted in the TRAVEL/LEISURE category.

PT28 TRAVEL/LEISURE
Travel, tourism, and/or leisure activities including but not limited to: airlines, cruise ships, hotels, recreation, etc.
PUBLIC RELATIONS

This category group, Public Relations, honors excellence in reputation management, creative communications and awareness with the goal of increasing positive perception and good will toward the brand. Eligible entries include but are not limited to corporate branding, crisis management, events, and public service advertising. PR campaigns often include an earned media tactic.

Additional Info Required.

BEST USE

PR01 BRAND LOYALTY
Work that was created with the intent to increase loyalty to the brand.

PR02 COMMUNITY BUILDING
Created value by fostering a sense of community, engaging the audience, and inspiring interaction, resulting in positive attitudes toward the brand. Includes user-generated content.

PR03 CELEBRITY/INFLUENCER
PR campaigns using celebrity/influencer as part of the campaign.

PR04 CORPORATE IMAGE/CONSUMER SERVICES/B2B
PR campaigns created to change or enhance corporate image.

PR05 CRISIS & ISSUE MANAGEMENT
PR campaigns created to respond to a crisis or issue regarding the brand’s image.

PR06 DIGITAL/MOBILE
Use of a digital or mobile platform to enhance a brand’s image, perception, or message.

PR07 EARNED MEDIA
Excellence achieved in gaining huge amounts of earned media.

PR08 EFFECTIVENESS
PR campaigns that have demonstrated effectiveness.

PR09 ENVIRONMENTAL EFFORT
PR campaigns with an environmental effort component.

PR10 EVENTS & STUNTS
Use of an event or stunt to enhance a brand’s image or message.

PR11 MEDIA RELATIONS
PR that creatively leverages media outlets to enhance a brand’s reputation/perception.

PR12 MULTICULTURAL
PR campaigns with a component that promotes cross cultural tolerance and understanding, or that are intended to build relationships with diverse audiences.

PR13 REAL-TIME RESPONSE
Work done with in-the-moment original thinking, fast reaction, and an investment in craft.

PR14 SMALL BUDGET/BIG IDEA
Excellence achieved with limited budget/resources. Jury brief must include budget and explanation of why you qualify for this award.

PR15 SOCIAL MEDIA
PR campaigns creatively using social media to enhance a brand’s image, perception, or message.

PR16 SOCIAL/ENVIRONMENTAL GOOD: BRAND
Public service or education for the betterment of society. Sponsored by a brand or for-profit company.

PR17 TECHNOLOGY
Best use of technology that is exceptionally creative, unique, or new in PR piece.

PR18 USE OF DATA
Creative work enhanced or driven by data. Work entered can also be about, but not limited to, data collection and research, data visualization, and data integration.
PRODUCTS & SERVICES

PR19 AUTOMOTIVE
Work related to motor vehicles, parts, repairs, fuel, etc. Please see the TRANSPORTATION category for mass transit.

PR20 CORPORATE IMAGE/CONSUMER SERVICES/B2B
Self-promotion, internal communications, recruitment, rebranding, etc.

PR21 DURABLE GOODS
Goods that yield utility over time – furniture, household appliances, consumer electronics, sports equipment, toys.

PR22 FOOD/DRINK/RESTAURANTS
Any type of food, drink, grocery, or restaurant.

PR23 HEALTHCARE
Work done for products and services dealing with health & wellness, pharma, fitness, and mental health.

PR24 MEDIA/ENTERTAINMENT/EVENTS
Any and all types of media, entertainment, or events.

PR25 NON-DURABLE HOUSEHOLD GOODS
Fast moving consumer goods, packaged foods, beverages, toiletries, candies, cosmetics, over the counter drugs, dry goods, and other consumables.

PR26 OTHER
Other products and/or services that don’t fit easily into the above categories. You cannot enter any other Products & Services category if you enter here.

PR27 POLITICS & GOVERNMENT
Communications regarding politics, government, or public policy.

PR28 RETAIL STORES & eCommerce
Work related to retail stores and/or eCommerce.

PR29 TRANSPORTATION
Transportation including subways, trains, buses, bikeshares. Please note: airlines, cruise ships and recreational vehicles should be submitted in the TRAVEL/LEISURE category.

PR30 TRAVEL/LEISURE
Travel, tourism, and/or leisure activities including but not limited to airlines, cruise ships, hotels, recreation, etc.

PR31 UTILITIES
Including but not limited to telecommunications and energy.

PURPOSE

Entries in this category group, Purpose, use creative communication to encourage and affect changes in attitude, perception or behavior which will ultimately have a positive impact on the world. With intent toward the betterment of people, animals or the environment, winners in these categories may include all types of media.

DOES NOT ACCEPT NGO

JUDGING

40% IDEA/CONCEPT
35% BRAND RELEVANCE
25% EXECUTION

EMPOWERMENT

WI01 DEMOCRACY
Work intended to promote freedom and democracy.

WI02 WOMEN
Work intended to promote rights, empowerment, inclusion, or equality for women.
PUBLIC SERVICE

WI05 CIVIC & SOCIAL EDUCATION: BRAND
Public service intended to educate on civic or social issues. Sponsored by a brand or for-profit company.

WI06 ENVIRONMENT & SUSTAINABILITY: BRAND
Public service campaign intended to educate, change perception, or inspire action toward helping the environment. Sponsored by a brand or for-profit company.

WI07 HUMAN RIGHTS: BRAND
Public service intended to educate, change perception, or inspire action towards promoting and advocating for human rights. Sponsored by a brand or for-profit company.

WI08 PHILANTHROPIC APPEALS: BRAND
Public service intended to raise money for a cause. Sponsored by a brand or for-profit company.

WI09 PROMOTION OF PEACE: BRAND
Public service intended to promote peace. Sponsored by a brand or for-profit company.

WI10 CHILDREN- HEALTH, HAPPINESS AND SAFETY: BRAND
Public service campaign intended to help children in any way. Sponsored by a brand or for-profit company.

WI11 EMERGENCY RELIEF: BRAND
Public service campaign in response to an event that caused hardship. Sponsored by a brand or for-profit company.

WI12 UNIQUE PARTNERSHIP: BRAND
Collaboration between two or more entities working towards the betterment of society. Sponsored by a brand or for-profit company.

PUSHING CULTURE

Risk-taking, courageous, fearless, daring ideas are behind this work. The concept could have easily been rejected along the approval process or by the client, but brave choices made it happen. Jury Brief must include why you think this idea deserves this award. Please make sure the judges are aware of any context necessary to understanding why this was a brave idea.

DOES NOT ACCEPT NGO

PUSHING CULTURE

BW01 PUSHING CULTURE
**SMALL AGENCY**

This category group is for work done by agencies of 50 people and less. Work entered here IS eligible in all other category groups.

*Return to Step 1 - Base Information*

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**BEST USE**

*SA01* ACTIVATION & ENGAGEMENT  
Small agency advertising utilizing an activation & engagement component.

*SA02* AUDIO/RADIO  
Small agency advertising utilizing an audio/radio component.

*SA03* AVANT-GARDE/INNOVATIVE  
Small agency advertising utilizing an avant-garde/innovative component.

*SA04* BRANDED CONTENT/ENTERTAINMENT  
Start-up advertising utilizing branded content/entertainment.

*SA05* COLLABORATIONS & PARTNERSHIPS  
Small agency advertising utilizing collaboration(s) and/or partnership(s).

*SA06* DESIGN  
Small agency advertising utilizing design.

*SA07* DIGITAL/MOBILE  
Small agency advertising utilizing a digital/mobile component.

*SA08* DIRECT & COLLATERAL  
Small agency advertising utilizing a direct and/or collateral component.

*SA09* FILM  
Small agency advertising utilizing a film component.

*SA10* FILM CRAFT  
Small agency advertising utilizing film craft.

*SA11* OUTDOOR  
Small agency advertising utilizing an outdoor component.

*SA12* PACKAGE & PRODUCT DESIGN  
Small agency advertising utilizing package and/or product design.

*SA13* PRINT  
Small agency advertising utilizing a print component.

*SA14* PUBLIC RELATIONS  
Small agency advertising utilizing a public relations component.

*SA15* PUSHING CULTURE  
Small agency advertising that is risk-taking, courageous, fearless, daring. The concept could have been rejected in the approval process or by the client but brave choices made it happen. Jury Brief must detail why this idea deserves to win.

*SA16* WORK WITH PURPOSE  
Small agency advertising created with a purpose in mind.

*SA17* SMALL BUDGET/BIG IDEA  
Excellence achieved with limited budget/resources. Jury Brief must include budget and explanation of why you qualify for this award.

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**DOES NOT ACCEPT NGO**

**JUDGING**

40% IDEA/CONCEPT  
35% BRAND RELEVANCE  
25% EXECUTION
PRODUCTS & SERVICES

SA18 AUTOMOTIVE
Work related to motor vehicles, parts, repairs, fuel, etc. Please see the TRANSPORTATION category for mass trans.

SA19 CORPORATE IMAGE/CONSUMER SERVICES/B2B
Self-promotion, internal communications, recruitment, rebranding, etc.

SA20 DURABLE GOODS
Goods that yield utility over time – furniture, household appliances, consumer electronics, sports equipment, toys.

SA21 FOOD/DRINK/RESTAURANTS
Any type of food, drink, grocery, or restaurant.

SA22 HEALTHCARE
Work done for products and services dealing with health & wellness, pharma, fitness, and mental health.

SA23 MEDIA/ENTERTAINMENT/EVENTS
Any and all types of media, entertainment, or events.

SA24 NON-DURABLE HOUSEHOLD GOODS
Fast moving consumer goods, packaged foods, beverages, toiletries, candies, cosmetics, over the counter drugs, dry goods, and other consumables.

SA25 OTHER
Other products and/or services that don’t fit easily into the above categories. You cannot enter any other Products & Services category if you enter here.

SA26 POLITICS & GOVERNMENT
Communications regarding politics, government, or public policy.

SA27 RETAIL STORES & eCommerce
Work related to retail stores and/or eCommerce.

SA28 TRANSPORTATION
Transportation including subways, trains, buses, bikeshares. Please note: airlines, cruise ships and recreational vehicles should be submitted in the TRAVEL/LEISURE category.

SA29 TRAVEL/LEISURE
Travel, tourism, and/or Leisure activities including but not limited to airlines, cruise ships, hotels, recreation, etc.

SA30 UTILITIES
Including, but not limited to telecommunications and energy.

SOCIAL MEDIA & INFLUENCER

Entries in this category group, Social Media & Influencer, spread the brand message through public sharing, commenting and expressions of opinions and content. Results are measured by reach in views, likes, shares, comments, user-generated content, etc. Eligible entries include but not limited to marketing solutions which utilize Facebook, Instagram, Twitter or Influencers to increase audience engagement.

DOES NOT ACCEPT NGO

JUDGING

40% IDEA
20% BRAND RELEVANCE
20% EXECUTION
20% RESULTS

BEST USE

SM01 BEST USE OF A MULTI-PLATFORM CAMPAIGN
Must be entered as a campaign using 3 or more different types of media led by a social media component. Cannot be a cut/paste of work across mediums, must use the strengths of each.

SM02 BEST USE OF INFLUENCER
Groundbreaking, new, unique, or exceptionally creative use of an influencer(s). Jury Brief must include why you think this idea is innovative.
SM03 BEST USE OF PARTNERSHIPS
Groundbreaking, new, unique, or exceptionally creative use of a partnership or collaboration used in social media. Jury Brief must include why you think this idea is innovative.

SM04 INNOVATION
Groundbreaking, new, unique, or exceptionally creative use of social media to promote the brand. Jury Brief must include why you think this idea is innovative.

SM05 REAL-TIME RESPONSE
Work done with in-the-moment, original, thinking, fast reaction, and an investment in craft.

SM06 SMALL BUDGET/BIG IDEA
Excellence achieved with limited budget/resources. Jury Brief must include budget and explanation of why you qualify for this award.

SM07 SOCIAL/ENVIRONMENTAL GOOD: BRAND
Public service or education for the betterment of society. Sponsored by a brand or for-profit company.

SM08 TECHNOLOGY
Best use of technology that is exceptionally creative, unique, or new in social media.

SM09 USE OF DATA
Creative work enhanced or driven by data. Work entered can also be about, but not limited to, data collection and research, data visualization, and data integration.

SM10 USER-GENERATED CONTENT
Intended to involve, engage, and inspire the audience to participate and create their own content that furthers the original idea and message. The ultimate collaboration between brand and user.

SM11 VIRAL
Campaigns achieving excellent results in reach and are widely circulated, viewed and shared.

SM12 GRAPHIC DESIGN

SM13 VIDEO

SM14 ANIMATION

SM15 STORYTELLING
Best use of a crafted narrative in a social media campaign to tell a story and activate or engage an audience

SM16 COMMUNITY ENGAGEMENT
Social media content and activity used to build, grow and/or sustain an online community.

SM17 COMMUNITY ACTIVATION
Social media content and activity meant to engage and activate a specific online community to drive brand awareness, engagement, and sales.

PLATFORM

SM18 FACEBOOK
Primary or initial platform used.

SM19 INSTAGRAM
Primary or initial platform used.

SM20 LINKEDIN
Primary or initial platform used.

SM21 OTHER PLATFORM
Primary or initial platform used.

SM22 SNAPCHAT
Primary or initial platform used.

SM23 TIKTOK
Primary or initial platform used.

SM24 TWITTER
Primary or initial platform used.

SM25 YOUTUBE
Primary or initial platform used.
SPORTS

This category group, Sports, honors excellence in sports advertising whether the brand is sporting equipment, a team, a league or the marketing effort is aimed at sports fans. Eligible entries include but not limited to Sporting Event promotion, Superbowl Ads and player endorsements.

BEST USE

SP01 CELEBRITY/ATHLETE/INFLUENCER
Best use of a collaboration or partnership with a celebrity/athlete/influencer to connect with the targeted audience.

SP02 CHAMPIONSHIP EVENT AD
Advertising during a championship event. Including the Olympics, World Series, World Cup, Wimbledon, etc.

SP03 COLLABORATIONS & PARTNERSHIPS
Uses a collaboration or partnerships with brands, players, teams, leagues, governing bodies, or associations.

SP04 COMPETITIONS & PROMOTIONAL GAMES
Brand messaging through competitions & promotional games at a sporting event, or sports themed.

SP05 CROSS-PLATFORM
Leverages multiple platforms in a unique and powerful way to engage the audience. Winners in this category will use the strengths of each platform to expand on the concept. This does not represent typical integrated campaigns where one piece of main content is used similarly across different media.

SP06 DIGITAL DISPLAYS
Best use of digital displays.

SP07 ENDORSEMENTS
Advertising utilizing a sports personality, celebrity, or athlete to endorse a product, service, or brand.

SP08 eSPORTS
Brand messaging through eSports.

SP09 EVENTS & STUNTS
Brand messaging through events and/or stunts. Must be a sports-related brand or venue.

SP10 EXHIBITIONS & INSTALLATIONS
Brand messaging through exhibits and/or installations. Must be a sports-related brand or venue.

SP11 INNOVATION
Groundbreaking, new, unique, or exceptionally creative sports advertising. Jury Brief must include why you think this idea is innovative.

SP12 REAL-TIME RESPONSE
Work done with in-the-moment, original, thinking, fast reaction, and an investment in craft.

SP13 SOCIAL GOOD: BRAND
Public service or education for the betterment of society.

SP14 SUPER BOWL AD
Advertising during the Super Bowl.

SP15 TAKEOVER
Best takeover in sports advertising.

SP16 TECHNOLOGY
Best use of technology that is exceptionally creative, unique, or new.

SP17 USE OF DATA
Creative work enhanced or driven by data. Work entered can also be about, but not limited to, data collection and research, data visualization, and data integration.

SP18 USER-GENERATED CONTENT
Intended to involve, engage, and inspire the audience to participate and create their own content that furthers the original idea and message. The ultimate collaboration between brand and user.
SP19 VR/AR
Best use of virtual reality or augmented reality.

SP20 FIFA WORLD CUP

SP19 VR/AR
Best use of virtual reality or augmented reality.

SP20 FIFA WORLD CUP

TYPE

SP22 PRODUCTS & SERVICES
Sports related product or service advertising. Includes all media.

SP23 SPORTS EVENT OR PROGRAM PROMOTION
Sports event or program promotion. Includes all types of media advertising at or during the event or program.

START-UP

This category group is for work done for start-ups that launched/will be launching between 1/1/2021 - 5/1/2023. Work entered here IS eligible in all other category groups.

DOES NOT ACCEPT NGO

JUDGING

40% IDEA/CONCEPT
35% BRAND RELEVANCE
25% EXECUTION

BEST USE

SU01 ACTIVATION & ENGAGEMENT
Start-up advertising utilizing an activation & engagement component.

SU02 AUDIO/RADIO
Start-up advertising utilizing an audio/radio component.

SU03 AVANT-GARDE/INNOVATIVE
Start-up advertising utilizing an avant-garde/innovative component.

SU04 BRANDED CONTENT/ENTERTAINMENT
Start-up advertising utilizing branded content/entertainment.

SU05 COLLABORATIONS & PARTNERSHIPS
Start-up advertising utilizing collaboration(s) and/or partnership(s).

SU06 DESIGN
Start-up advertising utilizing design.

SU07 DIGITAL/MOBILE
Start-up advertising utilizing a digital/mobile component.

SU08 DIRECT & COLLATERAL
Start-up advertising utilizing a direct and/or collateral component.

SU09 FILM
Start-up advertising utilizing a film component.

SU10 FILM CRAFT
Small agency advertising utilizing film craft.
SU11 OUTDOOR
Start-up advertising utilizing an outdoor component.

SU12 PACKAGE & PRODUCT DESIGN
Start-up advertising utilizing package and/or product design.

SU13 PRINT
Start-up advertising utilizing a print component.

SU14 PUBLIC RELATIONS
Start-up advertising utilizing a public relations component.

SU15 PUSHING CULTURE
Start-up advertising that is risk-taking, courageous, fearless, daring. The concept could have been rejected in the approval process or by the client but brave choices made it happen. Jury Brief must detail why this idea deserves to win.

SU16 WORK WITH PURPOSE
Start-up advertising created to encourage and affect changes in attitude, perception or behavior which will ultimately have a positive impact on the world.

SU17 SMALL BUDGET/BIG IDEA
Excellence achieved with limited budget/resources. Jury Brief must include budget and explanation of why you qualify for this award.

SU18 AUTOMOTIVE
Work related to motor vehicles, parts, repairs, fuel, etc. Please see the TRANSPORTATION category for mass transit.

SU19 CORPORATE IMAGE/CONSUMER SERVICES/B2B
Self-promotion, internal communications, recruitment, rebranding, etc.

SU20 DURABLE GOODS
Banking, investment, insurance.

SU21 FOOD/DRINK/RESTAURANTS
Any type of food, drink, grocery, or restaurant.

SU22 HEALTHCARE
Work done for products and services dealing with health & wellness, pharma, fitness, and mental health.

SU23 MEDIA/ENTERTAINMENT/EVENTS
Any and all types of media, entertainment, or events.

SU24 NON-DURABLE HOUSEHOLD GOODS
Fast moving consumer goods, packaged foods, beverages, toiletries, candies, cosmetics, over the counter drugs, dry goods, and other consumables.

SU25 OTHER
Other products and/or services that don't fit easily into the above categories. You cannot enter any other Products & Services category if you enter here.

SU26 POLITICS & GOVERNMENT
Communications regarding politics, government, or public policy.

SU27 RETAIL STORES & eCommerce
Work related to retail stores and/or eCommerce.

SU28 TRANSPORTATION
Transportation including subways, trains, buses, bikeshares. Please note: airlines, cruise ships and recreational vehicles should be submitted in the TRAVEL/LEISURE category.

SU29 TRAVEL/LEISURE
Travel, tourism, and/or leisure activities including, but not limited to airlines, cruise ships, hotels, recreation, etc.

SU30 UTILITIES
Including but not limited to telecommunications and energy.
STUDENT

This category group honors excellence in Student work. When seen with fresh eyes, advertising takes on an entirely new look. The competition honors the next generation of advertising greats, those with the ability to make us look at things in a way we never have before and never will again.

CRAFT - OTHER THAN FILM OR VIDEO

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ART DIRECTION/PRODUCTION DESIGN</td>
<td>Excellence in the design and execution of the artistic/aesthetic elements.</td>
</tr>
<tr>
<td>BEST USE OF HUMOR</td>
<td>Excellence in the use of humor to elevate the concept.</td>
</tr>
<tr>
<td>COPYWRITING</td>
<td>Excellence in the use of the written word to elevate the concept.</td>
</tr>
<tr>
<td>GRAPHIC DESIGN</td>
<td>Excellence in the use of graphic design elements.</td>
</tr>
<tr>
<td>ILLUSTRATION</td>
<td>Excellence in the use of illustration.</td>
</tr>
<tr>
<td>INTERFACE &amp; NAVIGATION (UX/UI)</td>
<td>Excellence in the design of interface &amp; navigation that elevates the concept and is pleasing for the user.</td>
</tr>
<tr>
<td>PHOTOGRAPHY</td>
<td>Excellence in the use and execution of photography to elevate the piece.</td>
</tr>
<tr>
<td>TYPOGRAPHY</td>
<td>Excellence in the use and execution of typography to elevate the piece.</td>
</tr>
</tbody>
</table>

JUDGING

40% IDEA/CONCEPT
35% BRAND RELEVANCE
25% EXECUTION

FILM CRAFT/VIDEO CRAFT

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACTING</td>
<td>One or more performances stand out.</td>
</tr>
<tr>
<td>ANIMATION</td>
<td>Can include any type of animation. If mixed with live footage, both the animation and integration will be judged.</td>
</tr>
<tr>
<td>ART DIRECTION/PRODUCTION DESIGN</td>
<td>Art direction or design of the production befits the concept to elevate the piece.</td>
</tr>
<tr>
<td>BEST USE OF MUSIC</td>
<td>Licensed or adapted music used to elevate the concept.</td>
</tr>
<tr>
<td>CASTING</td>
<td>The casting befits the concept to elevate the piece.</td>
</tr>
<tr>
<td>CINEMATOGRAPHY</td>
<td>Excellence in the art of direction of photography in a motion picture (video or film).</td>
</tr>
<tr>
<td>DIRECTION</td>
<td>Excellence in the art of direction of a motion picture (video or film).</td>
</tr>
<tr>
<td>EDITING</td>
<td>The style and execution of editing/cutting elevates the concept in post-production.</td>
</tr>
</tbody>
</table>
ST17 ORIGINAL MUSIC
The use of original music composed for the brand/piece elevates the concept.

ST18 PRODUCTION ACCOMPLISHMENT
Excellence in execution of all craft elements involved.

ST19 SCRIPT/COPYWRITING
Excellence in the use of the written word to elevate the concept.

ST20 SOUND DESIGN/USE OF SOUND
Excellence in sound design, audio mixing, or use of sound that elevates the concept.

ST21 USE OF HUMOR
Excellence in the use of humor to elevate the concept.

ST22 VISUAL EFFECTS
Excellence in the use of visual effects to elevate the concept.

MEDIUM

ST23 AUDIO/RADIO
Radio spots, podcasts, streaming, and/or downloadable audio content.

ST24 AVANT-GARDE/INNOVATIVE
Groundbreaking, new, unique, or exceptionally creative execution or use. Jury Brief must include why you think this is idea is innovative.

ST25 BRANDED CONTENT/ENTERTAINMENT
Seamlessly blend a brand’s message with content or entertainment.

ST26 DESIGN
Creative excellence in visual craftsmanship.

ST27 DIGITAL/MOBILE
Reach their intended audience through websites, mobile apps, banner ads, and more using tablets, mobile phones, computers, etc.

ST28 DIRECT & COLLATERAL
Direct communication with the intended audience. Collateral pieces the audience can hold in their hands (and hopefully their hearts as well).

ST29 FILM
Moving picture advertising: film or video.

ST30 OUTDOOR
Out of home advertising including but not limited to: billboards, posters, digital screens, public spaces.

ST31 POSITIVE WORLD IMPACT
Public service or education for the betterment of society; social and environmental good.

ST32 PRINT
Traditional or digital print advertising.

ST33 PUBLIC RELATIONS
Campaigns intended to alter perception and good will toward a brand or brand’s message.
THE 3D DE&I WORK OF THE YEAR AWARD

NYFA’s 3D Awards honor work, individuals and organizations that are taking meaningful steps to create a more diverse, equitable and inclusive society. Together, the three pillars of Diversity, Equity & Inclusion can help our society combat the longstanding systemic injustices that are faced by historically underrepresented groups every day.

DIVERSITY
Means something is composed of differing elements or qualities – including but not limited to race, ethnicity, national origin, gender identity, sexual orientation, socioeconomic status, disability, age, culture, religion, political perspective and more.

EQUITY
Means justice and equal opportunity, free from bias or favoritism.

INCLUSION
is the practice of including and accommodating people who have historically been excluded.

The 3D Awards celebrate work that supports, protects, represents and uplifts historically underrepresented groups. Using the 4Rs, created by P&G, the judging criteria is centered around work that authentically catalyzes action for real and sustained impact.

THE 3D DE&I AWARD

D01  THE 3D DE&I WORK OF THE YEAR AWARD
Work that goes above and beyond to promote diversity, equity, and inclusion.

D02  THE 3D DE&I AGENCY OF THE YEAR AWARD
Agency that’s gone above and beyond to promote diversity, equity, and inclusion

FREE TO ENTER

THE 3D DE&I PERSON OF THE YEAR AWARD

P01  THE 3D DE&I PERSON OF THE YEAR AWARD

INSTRUCTIONS FOR ENTERING

You will create an entry through the portal, filling in all relevant fields, choose the DE&I Award as your category, and upload the filled in DE&I Award entry form. You can find and download this form in the entry process, in the resources section on the category page, and HERE.

Does Not Accept NGO

Judging

40% IDEA/CONCEPT
35% BRAND RELEVANCE
25% EXECUTION

Return to Step 1A - Specialty Competitions
THE FUTURE NOW

This category group, The Future Now, is for interesting, meaningful, bespoke use of technology to provide experience and/or innovation leading to a better consumer experience.

DOES NOT ACCEPT NGO

JUDGING
40% IDEA/CONCEPT
35% BRAND RELEVANCE
25% EXECUTION

BEST USE

F01 ALTERED REALITY
Application of augmented reality, virtual reality, the metaverse, and/or mixed reality to drive engagement with brands in new and meaningful ways.

F02 BEST INNOVATION
Leveraging technology (hardware and software) in new and unimaginable ways to solve problems for clients.

F03 DECENTRALIZED TECH
Blockchain, NFT’s, and smart contracts; Brands who have used blockchain to change the game.

F04 GENERATIVE CREATIVE
Leverage AI, machine learning, and data to make creative experiences that couldn’t exist 5 years ago.

F05 AI & ML EXPERIENCES
Artificial Intelligence and Machine Learning Experiences.

F06 AI GENERATED/AUGMENTED AUDIO

F07 AI TARGETING

F08 AI DATA

F09 AI FOR DYNAMIC CREATIVE OPTIMIZATION

F10 VR, AR & MR

F11 GAMING

F12 BIOTECH

F13 NFT PROJECT

F14 WEB3

F15 VIRTUAL PRODUCTION

PRODUCT & SERVICE ADVERTISING

F16 CRYPTO
For crypto currency services, crypto currency platforms, and crypto/blockchain currency educational programs.

F17 ROBOTICS

F18 SHOW US YOUR STACK
In this category we’re looking for the most valuable and innovative application of technology done by an agency for a brand. In the case study, tell us the story, show us why this use is groundbreaking, but give us the tech details, systems and data sets you used. Entries in this category should point us towards the future capability stack, showing agencies the capabilities they’re going to have to be experts at in the coming years.
THE NEW YORK CITY AWARD

Celebrating excellence in the use of iconic New York City in advertising. If your work captures the vibe of New York City, enhancing your concept with images, sounds, songs, landmarks, people, or famous sayings and mottos, we want to see it and honor it. These must be paid advertisements that ran during the eligibility period. Enter for free. Jury Brief must include why you think this piece deserves this award.

NY01 THE NEW YORK CITY AWARD

NEW FOR 2023

ADVERTISING MARKETING EFFECTIVENESS

NYF Advertising is growing and is proud to now include the prestigious Advertising Marketing & Effectiveness (AME) competition. AME will continue to be an industry standard, setting the bar for awarding creative and effective work that works.

Campaigns earning an award within this competition demonstrate groundbreaking solutions to challenging marketing problems, proving that strategic planning and creative execution can produce extraordinary results. Additional Info Required.

BEST USE

BU01 ARTIFICIAL INTELLIGENCE
BU02 AUDIO/RADIO
BU03 ACTIVATION & ENGAGEMENT
BU04 AMBIENT
BU05 AUGMENTED REALITY/VR/MIXED REALITY
BU06 BRANDED CONTENT/ENTERTAINMENT
BU07 CORPORATE IMAGE
BU08 CREATIVE PARTNERSHIPS
BU09 CREATIVE USE OF TECHNOLOGY
BU10 DATA
<table>
<thead>
<tr>
<th>Code</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>BU11</td>
<td>DESIGN</td>
</tr>
<tr>
<td>BU12</td>
<td>DIGITAL</td>
</tr>
</tbody>
</table>
| BU13 | DIGITAL DEVICES AND EXPERIENCES  
Any area of consumer or professional awareness/behavior change which exists on, or is activated by digital devices e.g. mobile apps, wearable tech, games, social or mobile campaigns. |
| BU14 | DIRECT & COLLATERAL |
| BU15 | EVENTS & EXPERIENTIAL MARKETING  
Participatory hands on interaction with a brand in an environment or business situation. |
| BU16 | GAMIFICATION |
| BU17 | GUERRILLA |
| BU18 | INFLUENCER MARKETING  
Marketing/Promotion involving endorsements and/or product placement from celebs, influential people, and organizations with access to audiences. |
| BU19 | INTEGRATED (MULTIPLE MEDIUMS) |
| BU20 | LOW BUDGET (<$100,000 USD) |
| BU21 | MOBILE |
| BU22 | MEDIA PARTNERSHIPS |
| BU23 | MEDIA PLANNING |
| BU24 | MULTICULTURAL MARKETING |
| BU25 | NEW PRODUCT/SERVICES LAUNCH |
| BU26 | PROMOTIONS |
| BU27 | PUBLIC RELATIONS STRATEGY |
| BU28 | SPONSORSHIP |
| BU29 | OUTDOOR/OOH/DIGITAL OOH |
| BU30 | PODCAST |
| BU31 | POINT OF PURCHASE |
| BU32 | POP-UP-STORES |
| BU33 | PRINT |
| BU34 | PROFESSIONAL CONFERENCES OR CONGRESSES  
Physical, interactive, and immersive experiences/virtual events intended to drive engagement and response from a professional audience. May include digital exhibitors, interactive displays and booths, exhibitions, conference / symposia, and trade shows. |
| BU35 | SOCIAL MEDIA/SOCIAL VIDEO  
Engagement of audience within the brand’s online social space. |
| BU36 | TECHNICAL PROFESSIONAL MATERIALS/COMMUNICATION  
Targeted communications for a professional audience, designed to communicate information and/or generate a response e.g. websites, microsites, interactive sales materials, e-Detailing, interactive eLearning, or educational platforms. |
| BU37 | TV & CINEMA  
Non-traditional or alternative items or placement. |
| BU38 | UX DESIGN  
User-experience design, all aspects of a product’s development, including design, usability, function, branding and marketing. Anything that affects the users journey on-screen and off. |
| BU39 | WEBSITE |

**PRODUCTS & SERVICES**

<table>
<thead>
<tr>
<th>Code</th>
<th>Category</th>
</tr>
</thead>
</table>
| PS01 | AUTOMOTIVE  
Vehicles/Aftermarket products cars, recreational vehicles, motorcycles, trucks. |
| PS02 | BEAUTY PRODUCTS & SERVICES  
Cosmetics, self-care, hair products, nail care, salons, spa services. |
| PS03 | BEVERAGES  
Juice, soft drinks, coffee, energy drinks, beer, wine, liquor. |
| PS04 | BUSINESS-TO-BUSINESS  
Human resources, skills assessment, accounting, technical support. |
| PS05 | BUSINESS-TO-CONSUMER |
| PS06 | BUSINESS SUPPLIES |
| PS07 | CANNABIS & CBD  
Education, retail stores, campaigns, recreational and medical. |
PS08 **CORPORATE IMAGE**
Information, rebranding, internal communications.

PS09 **CRYPTOCURRENCY**

PS10 **CULTURE & THE ARTS**
Promotion of events, concerts, culinary/cultural/film festivals, museums, theatrical events.

PS11 **DIGITAL GOODS**
Virtual products, memberships, services warranties, subscriptions digital downloads of books, music, videos.

PS12 **EDUCATION**
Brick and mortar or online programs, language classes, instructional sessions.

PS13 **ELECTRONICS**
Consumer & Business - Audio, video, home entertainment, screening rooms, computers/laptops, gaming devices, VR/AR devices, sound systems, UAV/drone.

PS14 **FASHION**
Clothing, footwear, accessories, jewelry.

PS15 **FINANCIAL SERVICES**
Banks, insurance, investment.

PS16 **FITNESS & WELLNESS**
Exercise and health-focused equipment, health related personal products, vitamins and energy products, health & fitness facilities/programs, weight-loss/management/nutrition programs.

PS17 **FOOD**
Fresh, packaged & frozen and snack foods.

PS18 **FURNITURE & APPLIANCES**
Appliances, furniture, indoor and outdoor decor.

PS19 **GAMES & eSPORTS**

PS20 **GOVERNMENT / POLITICS**
Informational sources, recruitment, policy or program communications.

PS21 **HEALTH & WELLNESS**
Campaigns which promote non-prescription products and services, wellness and personal care, and health education and/or awareness.

PS22 **PHARMA**
Campaigns for medical products or services that explain conditions or treatments. Targeted at healthcare professionals, practitioners, or patients.

PS23 **HOUSEHOLD PRODUCTS & SERVICES**

PS24 **MASS TRANSPORTATION**
Train, air travel, ferry, subway, bus, trolley, taxis, bikeshares, rideshares.

PS25 **MEDIA & ENTERTAINMENT**
Digital streaming, broadcasting, publishing.

PS26 **NFT’S**
Digital assets, images, videos, gifts, collectible art, games, objects, metaverse, and virtual worlds.

PS27 **ON DEMAND PRODUCTS & SERVICES**
Online marketplace, on demand transportation, food & grocery delivery services, meal kit services.

PS28 **PERSONAL CARE**
Items for hygiene and self-care and personal gadgets and personal electronics.

PS29 **PET CARE & HEALTH PRODUCTS**
Food, grooming products & health aids, accessories, toys.

PS30 **PROFESSIONAL SERVICES**
Legal, accounting, technical support.

PS31 **REAL ESTATE**
Commercial and residential.

PS32 **RETAIL STORES & eCOMMERCE**
All retail and eCommerce.

PS33 **RESTAURANTS**
Fast food, casual dining, fine dining, promotions & launches.

PS34 **SOFTWARE & APPS**
Software, operating systems, or software/apps.

PS35 **SPORTS PROMOTION**
All sports including eSports, league promotion, game day, special events, such as Olympics, World Cup, and championships/playoffs.

PS36 **SPORTS & RECREATION**
Equipment & products for leisure activities.

PS37 **TELECOMMUNICATIONS/INTERNET**

PS38 **TRAVEL & TOURISM**
Airlines, cruises, resorts, theme parks, tours & travel packages, booking services.

PS39 **YOUTH MARKETING**
Products and services marketed to children, tweens, and teens.
COMMERCIAL AND CREATIVITY

Commerce Channels have the most untapped creative potential to grow people and brands. This category group is for the commerce-led idea that moves beyond ecommerce and opens it up across the shopper/physical retail space. The new category group honors marketing’s transformation to hybrid experiences that harness both digital and physical channels, to both engage and transact.

Additional info required.

BEST USE

CC01 AR/VR/MIXED REALITY

CC02 COMMERCIAL PRODUCT DESIGN

CC03 COMPETITIONS & PROMOTIONAL GAMES
- Contests, sweepstakes, lotteries.

CC04 CONVERSATIONAL COMMERCE
- Work which uses messaging services, chatbots, voice assistants, customer assistance, etc. to improve the online shopping experience through real-time, personalised customer engagement.

CC05 CUSTOMER ACQUISITION & RETENTION
- Online and offline work designed to attract or maintain customers, encourage customer activity and increase overall transaction value. This may include, but is not limited to, promotions, competitions, geofencing, app, and social integration etc.

CC06 eCOMMERCE DESIGN
- Design of online commerce site or app.

CC07 ENTERTAINMENT COMMERCE
- The seamless integration of transactional commerce and entertainment content through unexpected partnerships and brand experiences. Including, but not limited to, long form content, retail theatre, gaming, sports, music, virtual worlds, etc.

CC08 INNOVATIVE USE OF CHANNEL
- Commerce work that demonstrates the inventive use of new or existing technology, platforms, media or channels.

CC09 IN-STORE EXPERIENCE/CUSTOMER RETAIL (INCLUDING SAMPLING)
- Including, but not limited to, offline retail promotions, store displays, pop-up stores and events, product sampling / trial, limited edition products, etc.

CC10 MOBILE eCOMMERCE (MCOMMERCE)
- eCommerce created for mobile platforms.

CC11 OMNICHANNEL COMMERCE
- Work that effectively integrates multiple digital and physical channels to provide exceptional customer experience and conversion.

CC12 PAYMENT SOLUTIONS
- Creative use of payment solutions, including but not limited to, software & apps, blockchain technology, cryptocurrencies, nfts, mobile wallets and reward programs automation, delegated authority, hyper convenience and order buttons. Does not include prototypes of early stage technology.

CC13 POINT OF SALE
- Consumer touchpoints & instore collateral. Including product display.

CC14 PROMOTIONAL ITEMS
- Tangible items created to promote the brand or message.

CC15 REAL TIME RETAIL RESPONSE
- Work done with in-the-moment, original, thinking, fast reaction, and an investment in craft. Involves the instantaneous collection, analysis, and distribution of data to personalize the consumer shopping experience.
<table>
<thead>
<tr>
<th>Category Code</th>
<th>Category Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>CC16</td>
<td>RETAIL ENVIRONMENT &amp; EXPERIENCE DESIGN</td>
</tr>
<tr>
<td>CC17</td>
<td>RETAIL PROMOTIONS &amp; COMPETITIONS</td>
</tr>
<tr>
<td>CC18</td>
<td>SOCIAL COMMERCE</td>
</tr>
<tr>
<td></td>
<td>Work which harnesses social platforms to engage consumers and drive business results</td>
</tr>
<tr>
<td>CC19</td>
<td>SPECIAL EDITION &amp; PROMOTIONAL PACKAGING DESIGN</td>
</tr>
<tr>
<td>CC20</td>
<td>SUSTAINABLE COMMERCE</td>
</tr>
<tr>
<td></td>
<td>Including, but not limited to, responsible consumption and production, packaging, economic models (ie replenishment), environmentally friendly shipping options, waste management, commerce for good, etc.</td>
</tr>
<tr>
<td>CC21</td>
<td>WEB3 COMMERCE</td>
</tr>
<tr>
<td>CC22</td>
<td>AUTOMOTIVE</td>
</tr>
<tr>
<td></td>
<td>Work related to motor vehicles, parts, repairs, fuel, etc.</td>
</tr>
<tr>
<td></td>
<td>Please see the TRANSPORTATION category for mass transit.</td>
</tr>
<tr>
<td>CC23</td>
<td>CORPORATE IMAGE/CONSUMER SERVICES/B2B</td>
</tr>
<tr>
<td></td>
<td>Self-promotion, internal communications, recruitment, rebranding, etc.</td>
</tr>
<tr>
<td>CC24</td>
<td>DURABLE GOODS</td>
</tr>
<tr>
<td></td>
<td>Goods that yield utility over time – furniture, household appliances, consumer electronics, sports equipment, toys.</td>
</tr>
<tr>
<td>CC25</td>
<td>FINANCIAL &amp; INVESTMENT</td>
</tr>
<tr>
<td></td>
<td>Banking, investment, insurance.</td>
</tr>
<tr>
<td>CC26</td>
<td>FOOD/DINK/RESTAURANTS</td>
</tr>
<tr>
<td></td>
<td>Any type of food, drink, grocery, or restaurant.</td>
</tr>
<tr>
<td>CC27</td>
<td>HEALTHCARE</td>
</tr>
<tr>
<td></td>
<td>Work done for products and services dealing with health &amp; wellness, pharma, fitness, and mental health.</td>
</tr>
<tr>
<td>CC28</td>
<td>MEDIA/ENTERTAINMENT/EVENTS</td>
</tr>
<tr>
<td></td>
<td>Any and all types of media, entertainment, or events.</td>
</tr>
<tr>
<td>CC29</td>
<td>NON-DURABLE HOUSEHOLD GOODS</td>
</tr>
<tr>
<td></td>
<td>Fast moving consumer goods, packaged foods, beverages, toiletries, candies, cosmetics, over the counter drugs, dry goods, and other consumables.</td>
</tr>
<tr>
<td>CC30</td>
<td>OTHER</td>
</tr>
<tr>
<td></td>
<td>Other products and/or services that don’t fit easily into the above categories. You cannot enter any other Products &amp; Services category if you enter here.</td>
</tr>
<tr>
<td>CC31</td>
<td>POLITICS &amp; GOVERNMENT</td>
</tr>
<tr>
<td></td>
<td>Communications regarding politics, government, or public policy.</td>
</tr>
<tr>
<td>CC32</td>
<td>RETAIL STORES &amp; ECOMMERCE</td>
</tr>
<tr>
<td></td>
<td>All retail stores and/or eCommerce.</td>
</tr>
<tr>
<td>CC33</td>
<td>TRANSPORTATION</td>
</tr>
<tr>
<td></td>
<td>Transportation including subways, trains, buses, bikeshares. Please note: airlines, cruise ships and recreational vehicles should be submitted in the TRAVEL/LEISURE category.</td>
</tr>
<tr>
<td>CC34</td>
<td>TRAVEL/LEISURE</td>
</tr>
<tr>
<td></td>
<td>Travel, tourism, and/or leisure activities including but not limited to airlines, cruise ships, hotels, recreation, etc.</td>
</tr>
<tr>
<td>CC35</td>
<td>UTILITIES</td>
</tr>
<tr>
<td></td>
<td>Including but not limited to telecommunications and energy.</td>
</tr>
</tbody>
</table>
THE G100 AWARDS

ENTER NGO WORK HERE

NYFA is proud to continue our partnership with The Genius 100 Foundation. For this year, we’ve added three new specialty categories to honor work done in the genius spirit. NGO work is allowed in these four categories. G100 judges will determine the winning work.

ENTRY FEES FOR THIS CATEGORY GROUP WILL BE DONATED TO CHARITY.

IMPACT AND INSPIRATION

G01 THE G100 IMPACT & INSPIRATION AWARD
Work entered in this category is not only creative, but has that ineffable genius quality that inspires action to create impact. Judged by 3 members of the incredible Genius100 collective, entrants must show the jury the objective, strategy, tactics and results of their effort. The single most inspiring and impactful entry will win this prestigious award.

G02 GENIUS PRODUCT OF THE YEAR
This award will go to the entity that has created work that showcases the most unique, impactful, inspirational and GENIUS PRODUCT of the year. This must be a product that is available to the public. If this is a concept or a beta product in the development stage, it should be entered into The G100 IDEA OF THE YEAR category.

G03 GENIUS IDEA OF THE YEAR
FOR PROTOTYPE PRODUCTS
This award will go to the entity that has created, developed, and exhibited proof of concept of the most unique, impactful, inspirational and GENIUS IDEA of the year. To showcase it, the entity must have produced creative that demonstrates the idea for public consumption.

G04 G100 LIMITLESS
This award will go to the entity that has created work that brings awareness and outstanding positive impact for persons/communities with varying abilities and promotes unlimited inspiration.
HEALTHSPAN

For functional fitness, lifestyle, and health-span improvement.

Work done for clean living and diet, mental health, fitness products and wearables, fitness brands and education platforms, supplementation, human optimization, and anything related to not only increasing lifespan but healthspan and wellbeing.

DOES NOT ACCEPT NGO

JUDGING
40% IDEA/CONCEPT
35% BRAND RELEVANCE
25% EXECUTION

BEST USE

HS01 MOBILE APP
HS02 AUDIO
HS03 COPYWRITING
HS04 PODCAST SERIES
HS05 FILM
HS06 VR/AR
HS07 PRODUCT INNOVATION
HS08 PRODUCT DESIGN
HS09 PHYSICAL/DIGITAL INTEGRATION
HS10 SOCIAL MEDIA
HS11 UX/UI
HS12 OTHER

PRODUCTS AND SERVICES

HS13 APPS
HS14 APPAREL/ATHLEISURE - MALE
HS15 APPAREL/ATHLEISURE - FEMALE
HS16 ATHLETIC CENTERS/GYMS/FITNESS SPACES
HS17 COMPETITIONS/RACES - IN-PERSON
HS18 COMPETITIONS/RACES - VIRTUAL
HS19 COMMUNITY BUILDING EVENTS - IN-PERSON
HS20 COMMUNITY BUILDING EVENTS - VIRTUAL
HS21 DIETS/MEAL PLANS/NUTRITION EDUCATION
HS22 FITNESS EQUIPMENT
HS23 FOOTWEAR - MALE
HS24 FOOTWEAR - FEMALE
HS25 MENTAL HEALTH/MEDITATION
HS26 OTHER
HS27 OUTDOOR EXERCISE EQUIPMENT
HS28 REST/RECOVERY/WELLNESS PRODUCTS
HS29 SUPPLEMENTS
HS30 WEARABLES/TRACKERS
HS31 WELLNESS FOODS
THE NYF AUTO SHOW

Honoring NYC’s long history of hosting one of the most important global auto shows, this category group celebrates the unique and ever-shifting area of automotive advertising. As the automotive industry experiences massive disruption, agencies’ roles are changing and this category group honors their ability to chase edges and break new ground and speed limits.

BEST USE

AS01  BRANDED CONTENT
AS02  BRAND PARTNERSHIP
AS03  ENDORSEMENT
AS04  EVENTS + STUNTS
AS05  EXHIBITIONS + INSTALLATIONS

AS06  INNOVATION
AS07  SMALL BUDGET/BIG IDEA
AS08  SOCIAL/ENVIRONMENTAL GOOD: BRAND
AS09  USE OF DATA
AS10  USER-GENERATED CONTENT

DISCIPLINE

AS11  AUDIO/RADIO
AS12  BRANDING
AS13  DIGITAL/MOBILE
AS14  FILM - CINEMA/TV
AS15  FILM - ONLINE

AS16  OUTDOOR
AS17  PRINT
AS18  SOCIAL MEDIA
AS19  WEBSITE

TYPE

AS20  CHALLENGER BRAND
Work done for a brand that is not the market leader to challenge, throw down the gauntlet, bring awareness, reframe the game or take the spot at the top.

AS21  LUXURY BRAND
Luxury brands are known for their high quality, prestige, and expense offering the customer a high level of symbolic value. This category is for work done for premium automobiles to entice, engage, entertain and educate the potential customer about these exclusive machines.
### AS22 FUTURE OF TRANSPORTATION

As automobiles become even more powerful computers on wheels and transportation needs evolve, entries into this category celebrate the edge-chasing, innovative work that not only points us towards the future but gives us a glimpse of what’s to come.

### AS23 DESIGN + TECHNOLOGY

This category is for work that takes technology and presents and integrates it using distinguished visual craftsmanship and/or uses design to aid in the function of the product. Form and function elevated.

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### NYF’IN FUNNY

The NYF’IN FUNNY category group is for work that cuts like a spork, and brings us together through tears and an underwear change or just makes you say “WTF?!”. In this category group, all that matters is the funny.

**DOES NOT ACCEPT NGO**

### BEST USE

<table>
<thead>
<tr>
<th>EF01</th>
<th>ACTOR(S)</th>
</tr>
</thead>
<tbody>
<tr>
<td>EF02</td>
<td>AUDIO ADVERTISEMENT</td>
</tr>
<tr>
<td>EF03</td>
<td>AVANTE-GARDE/INNOVATIVE</td>
</tr>
<tr>
<td>EF04</td>
<td>BRANDED CONTENT/ENTERTAINMENT - AUDIO PROGRAM/PODCAST</td>
</tr>
<tr>
<td>EF05</td>
<td>BRANDED CONTENT/ENTERTAINMENT - FILM/VIDEO</td>
</tr>
<tr>
<td>EF06</td>
<td>COPYWRITING</td>
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<tr>
<td>EF07</td>
<td>FILM/VIDEO &gt; :60</td>
</tr>
<tr>
<td>EF08</td>
<td>FILM/VIDEO &lt; :60</td>
</tr>
<tr>
<td>EF09</td>
<td>PRINT</td>
</tr>
<tr>
<td>EF10</td>
<td>PRODUCT/PACKAGING/LIMITED EDITION</td>
</tr>
<tr>
<td>EF11</td>
<td>OUTDOOR</td>
</tr>
<tr>
<td>EF12</td>
<td>REAL-TIME RESPONSE</td>
</tr>
<tr>
<td>EF13</td>
<td>SOCIAL MEDIA CAMPAIGN</td>
</tr>
<tr>
<td>EF14</td>
<td>WTF?!?!? Work that makes people say “What the F?!”</td>
</tr>
<tr>
<td>EF15</td>
<td>JOY IN PURPOSE Work that uses a lens of laughter, joy, and inspiration to get across an important message or address a difficult subject</td>
</tr>
</tbody>
</table>
THE YOUNGEST TALENT

Work done by the youngest talent and/or team in the agency. They’re under 30 or have less than 3 years experience in Advertising. Junior to everyone, but their work is anything but. Along with the work, so that we can spotlight the folks behind the winning work, please enter a pdf with the headshots and bios of the individual/team and a little bit about them and how they’ve made themselves known in the office with the quality of their work.

BEST USE

YT01 AUDIO
YT02 BRANDED CONTENT/ENTERTAINMENT
YT03 AVANTE-GARDE/INNOVATIVE
YT04 BRANDED CONTENT/ENTERTAINMENT
YT05 COPYWRITING
YT06 FILM/VIDEO > :60
YT07 FILM/VIDEO < :60
YT08 PRINT
YT09 PRODUCT/PACKAGING/LIMITED EDITION
YT10 OUTDOOR
YT11 REAL-TIME RESPONSE
YT12 SOCIAL MEDIA CAMPAIGN
YT13 OTHER

DOES NOT ACCEPT NGO

JUDGING

40% IDEA/CONCEPT
35% BRAND RELEVANCE
25% EXECUTION
ENTRY TYPE DEFINITIONS

SINGLE
Nominates an individual piece of work.

2 FILE MAXIMUM
1 Main Execution + 1 Supplemental piece, such as a case video or case board. The supplemental supporting material cannot be an execution of work.

SINGLE PLUS
Nominates an individual piece of work, includes more space for supplemental material.

6 FILE MAXIMUM
1 Main Execution + up to 5 Supplemental pieces.

NOTE
Multiple, separate, executions of work should be entered as a Campaign.

CAMPAIGN
Nominates a collection of related work in its entirety.

6 FILE MAXIMUM
Up to 6 Main Executions and/or Supplemental pieces. All will be considered in judging.

Return to Step 1 - Base Information
TECHNICAL SPECIFICATIONS

PLEASE UPLOAD CASE STUDY VIDEOS FIRST.
Must not be longer than three minutes in length.

Any technical questions may be emailed to processing@NewYorkFestivals.com

ACCEPTED FORMATS AND REQUIREMENTS

MOV AND MP4
We do not accept ProRes files.

MP3
May be uploaded in its original format.

PDF
Can contain one image or multiple. Magnification enabled within judging.

JPG/JPEG
Accepted but magnification unavailable. Vertical and horizontal images outside of a 4:3 (16:9) aspect ratio should be submitted as a PDF to provide the highest resolution.

WEBSITE URLS
You may submit a webpage as an entry or as supporting creative material. All links must stay active through July 2023, and must be direct links that do not require a login or password. To ensure fair and anonymous judging, websites cannot include the agency name.

If submitting from Youtube, Vimeo, Soundcloud or other streaming sites, please make sure your file is downloadable. If that is not an option, we will need the video or audio file for showcasing purposes, should your entry reach finalist status.

Return to Step 2 - Piece Details
INDUSTRY & SPECIAL AWARDS

HOLDING COMPANY OF THE YEAR
Is awarded to the holding company that earned the highest combined score for all entries in all mediums, calculated from all points earned by its networks and agencies.

GLOBAL BRAND OF THE YEAR
Is awarded to a brand that earns the highest score for entries in all mediums and has distinguished itself through innovative and creative marketing while demonstrating effective communications.

GLOBAL AGENCY NETWORK OF THE YEAR
Is awarded to an advertising agency network that earns the highest score for entries in all mediums. For consideration to be part of a network, the company concerned must be wholly or majority owned by a network or associated with a network group through naming and/or branding.

REGIONAL AGENCY OF THE YEAR
Is awarded to an advertising agency that earns the highest score for entries in all mediums. The five regions of the world are North America, South America, Middle East/Africa, Europe and Asia/Pacific.

BOUTIQUE AGENCY OF THE YEAR
Is awarded to an agency unaffiliated with a large agency network, employs less than 75 people and has made an impact on the marketplace. In order to qualify for this award, the agency must win at least three different awards for three separate or individual entries. Finalist Awards do not apply. Single and Campaign entries do not count as separate entries. In the event no agency qualifies, this award will not be presented.

IN-HOUSE AGENCY OF THE YEAR
Is based on total points earned, the In-House Agency of the Year Award will be given to the in-house agency that obtains the highest score for entries in all categories across all mediums. Agencies must opt-in for In-House Agency of The Year during the entry process in order to qualify for this award. In order to win In-House Agency of The Year, the individual agency must win at least three awards for three separate or individual campaigns. The agency with the highest scoring entries in total will be awarded this honor.
BEST NEW AGENCY OF THE YEAR
Is based on total points earned and recognizes the impact upstart agencies less than four years old have on the marketplace and their ability to garner international exposure. In order to qualify for this award, the agency must win at least three different awards for three separate or individual entries. Finalist Awards do not apply. Single and Campaign entries do not count as separate entries. In the event no agency qualifies, this award will not be presented.

INDEPENDENT AGENCY OF THE YEAR
Is based on total points earned, the Independent Agency of the Year Award will be given to the non-networked agency that obtains the highest score for entries in all categories across all mediums, irrespective of whether these have been entered by the agency or another party. Agencies must opt in for Independent Agency of the Year during the entry process in order to qualify for this award. In order to win Independent Agency of the Year, the individual agency must win at least three awards for three separate or individual campaigns. The agency with the highest scoring entries in total will be awarded this honor.

FILM PRODUCTION COMPANY OF THE YEAR
Is based on total points scored, regardless of whether entries were submitted by the production company, advertising agency, or a third party.

BEST OF SHOW
Is determined by the Executive Jury from among top-scoring winners. The Best of Show will be awarded to the entry that possesses creativity and innovation deserving of this special recognition.

PUBLIC RELATIONS AGENCY OF THE YEAR
The new addition to our prestigious Industry Awards is the PR AGENCY OF THE YEAR. Every entry now has a field to enter the PR company that was affiliated with the work. Based on the medal counts for all of the work attributed to them, the PR Agency of the year will be declared.

Return to Step 1 - Base Information
EXHIBITION AND COPYRIGHT

IF YOU DO NOT WANT YOUR WORK SHOWCASED ON OUR WEBSITE AND PLATFORMS:
Indicate “NO” where prompted in the entry process and Email John Ottinger:
processing@newyorkfestivals.com

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Return to Step 1 - Base Information

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