



**NEWYORKFESTIVALS®**  
ADVERTISING AWARDS

**Show us something we haven't seen.**

**2 0 2 3**  
**ENTRY GUIDE**

SUPPORTED BY **bcw**

# 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.

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### OPEN FOR ENTRIES FEBRUARY 1ST, 2023

SINGLE – \$450  
SINGLE PLUS – \$550  
CAMPAIGN – \$1000

### FINAL DEADLINE MAY 26TH, 2023

### STUDENT ENTRY

\$100 THROUGHOUT THE ENTRY PERIOD

### 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

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## 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.

### 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.**

[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.**

### 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.**

## 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

[Return to Step 1 - Base Information](#)

### 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              | <b>IF APPLICABLE</b>     |
| BRAND NAME               | FILM PRODUCTION COMPANY  |
| YOUR AGENCY (CREATED BY) | PUBLIC RELATIONS COMPANY |
| CREATIVE DIRECTOR        | HOLDING COMPANY          |
| CREATIVE DIRECTOR EMAIL  | AGENCY NETWORK           |

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

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## 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](#).
- 3 Select the corresponding category in [STEP 4](#).
- 4 Review and submit your entry.

#### ENTRY PDF LINKS

3D DE+I WORK OF THE YEAR AWARD

3D DE+I AGENCY OF THE YEAR AWARD

3D DE+I PERSON OF THE YEAR AWARD

**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: 

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*

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## 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

WINNER SHOWCASE AT OUR EXCLUSIVE CONTENT PARTNERS  
PRODUCT NAME/TYPE  
CAMPAIGN START DATE  
CAMPAIGN END DATE  
CAMPAIGN DESCRIPTION  
CAMPAIGN COST  
CAMPAIGN SCOPE  
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

### PUBLIC RELATIONS

CAMPAIGN END DATE  
TARGET AUDIENCE  
OBJECTIVE  
RESEARCH  
PLANNING  
EXECUTION  
EVIDENCE OF RESULT

### COMMERCE AND CREATIVITY

INSIGHT/CONTEXT  
EXECUTION/IDEAS  
RESULTS/CONVERSION

## 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](mailto: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

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## 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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## NEW FOR 2023

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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**  
NON-GOVERNMENT ORGANIZATIONS  
NOT-FOR-PROFIT UNIONS & ASSOCIATIONS  
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.

**DOES NOT  
ACCEPT NGO**

### JUDGING

**40%** IDEA/CONCEPT  
**25%** BRAND RELEVANCE  
**25%** EXECUTION  
**10%** AUDIENCE EXPERIENCE

### 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.

## 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.

**AU05 RADIO**

The ad reaches its intended audience via the radio.

**AU06 BEST USE OF MEDIUM**

Creative and innovative use of the audio/radio medium to communicate the brand's message.

**AU07 REAL-TIME RESPONSE**

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

**AU08 SOCIAL/ENVIRONMENTAL GOOD: BRAND**

Public service or education for the betterment of society. Sponsored by a brand or for-profit company.

**AU09 TECHNOLOGY**

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

**AU10 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.

**AU11 USE OF ORIGINAL MUSIC****AU12 USE OF LICENSED MUSIC**

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**CRAFT****AU13 ACTING/VOICEOVER**

The acting or voiceover elevates the overall piece.

**AU14 BEST USE OF HUMOR**

Excellence in the use of humor to elevate the concept.

**AU15 MUSIC / SOUND DESIGN**

Excellence in the use of music and/or sound design to elevate the concept.

**AU16 SCRIPT/COPYWRITING**

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

**AU17 SOUND/AUDIO MIXING**

Excellence in the use of sound and audio mixing.

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**PRODUCTS & SERVICES****AU18 AUTOMOTIVE**

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

**AU19 CORPORATE IMAGE/CONSUMER SERVICES/B2B**

Self-promotion, internal communications, recruitment, rebranding, etc.

**AU20 DURABLE GOODS**

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

**AU21 FOOD/DRINK/RESTAURANTS**

Any work related to food, drink, groceries or restaurants.

**AU22 HEALTHCARE**

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

**AU23 MEDIA/ENTERTAINMENT/EVENTS**

Any work related to media, entertainment or events.

**AU24 NON-DURABLE HOUSEHOLD GOODS**

Fast moving consumer goods, packaged foods, beverages, toiletries, candies, cosmetics, over the counter drugs, dry goods, and other consumables.

**AU25 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.**

**AU26 POLITICS & GOVERNMENT**

Communications regarding politics, government, or public policy.

**AU27 RETAIL STORES & eCOMMERCE**

Work related to retail stores and/or eCommerce.

**AU28 TRANSPORTATION**

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

**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.

## 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.

**DOES NOT  
ACCEPT NGO**

### JUDGING

75% IDEA/CONCEPT

25% EXECUTION

## 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.

## BRANDED CONTENT/ENTERTAINMENT

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.

**DOES NOT  
ACCEPT NGO**

### JUDGING

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

### 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.

**DOES NOT  
ACCEPT NGO**

### JUDGING

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

## 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.

**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.

**CP08 VIRAL**

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

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**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.

**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.

**DOES NOT  
ACCEPT NGO**

### 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

### 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.

**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.

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## 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.

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## 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

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## 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.

**DC09 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.

**DC10 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.

**DC11 IRL TO VIRTUAL INTEGRATION**

Coordinated campaigns to drive traffic from direct mail to digital channels.

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**CRAFT****DC12 ART DIRECTION/PRODUCTION DESIGN**

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

**DC13 BEST USE OF HUMOR**

Excellence in the use of humor to elevate the concept.

**DC14 COPYWRITING**

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

**DC15 GRAPHIC DESIGN**

Excellence in the use of graphic design elements.

**DC16 ILLUSTRATION**

Excellence in the use of illustration.

**DC17 OTHER**

Must define the element of craft that should be judged.

**DC18 PHOTOGRAPHY**

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

**DC19 TYPOGRAPHY**

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

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**PRODUCTS & SERVICES****DC20 AUTOMOTIVE**

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

**DC21 CORPORATE IMAGE/CONSUMER SERVICES/B2B**

Self-promotion, internal communications, recruitment, rebranding, etc.

**DC22 DURABLE GOODS**

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

**DC23 FINANCIAL & INVESTMENT**

Banking, investment, insurance.

**DC24 FOOD/DRINK/RESTAURANTS**

Any type of food, drink, grocery, or restaurant.

**DC25 HEALTHCARE**

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

**DC26 MEDIA/ENTERTAINMENT/EVENTS**

Any and all types of media, entertainment, or events.

**DC27 NON-DURABLE HOUSEHOLD GOODS**

Fast moving consumer goods, packaged foods, beverages, toiletries, candies, cosmetics, over the counter drugs, dry goods, and other consumables.

**DC28 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.**

**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, bikeshares. **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.**

**DOES NOT  
ACCEPT NGO**

## JUDGING

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

## 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.

**FI12 VIRAL**

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

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## PRODUCTS & SERVICES

**FI13 AUTOMOTIVE**

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

**FI14 CORPORATE IMAGE/CONSUMER SERVICES/B2B**

Self-promotion, internal communications, recruitment, rebranding, etc.

**FI15 DURABLE GOODS**

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

**FI16 FOOD/DRINK/RESTAURANTS**

Any type of food, drink, grocery, or restaurant.

**FI17 HEALTHCARE**

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

**FI18 MEDIA/ENTERTAINMENT/EVENTS**

Any and all types of media, entertainment, or events.

**FI19 NON-DURABLE HOUSEHOLD GOODS**

Fast moving consumer goods, packaged foods, beverages, toiletries, candies, cosmetics, over the counter drugs, dry goods, and other consumables.

**FI20 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.**

**FI21 POLITICS & GOVERNMENT**

Communications regarding politics, government, or public policy.

**FI22 RETAIL STORES & eCOMMERCE**

Worked related to retail stores and/or eCommerce.

**FI23 TRANSPORTATION**

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

**FI24 TRAVEL/LEISURE**

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

**FI25 UTILITIES**

Including but not limited to telecommunications and energy.

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## 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 use of 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

HA01 BEER

HA02 MICROBREWERY

HA03 NON-ALCOHOLIC

HA04 SPIRITS

HA05 WINE

HA06 OTHER

**BEST USE** ALCOHOL

HA07 ACCESSORIES/TECH

HA08 ACTIVATION/ENGAGEMENT

HA09 BOTTLE DESIGN

HA10 CAN DESIGN

HA11 BRANDING

HA12 FILM

HA13 HUMOR

HA14 LOGO DESIGN

HA15 MERCH

HA16 ONLINE

HA17 OUTDOOR

HA18 PRINT

HA19 SOCIAL MEDIA

HA20 SPOKESPERSON/INFLUENCER

HA21 WEBSITE

HA22 OTHER

**PRODUCT AND SERVICE** CANNABIS

HC01 FLOWER/HERBAL

Including but not limited to pre-packed, pre-rolls, strains.

HC02 EDIBLES

Including but not limited to gummies, lozenges, chocolates, beverages, baked goods

HC03 TINCTURES &amp; OILS

HC04 HEALTH &amp; BEAUTY

Rubs, salves, creams, sprays, etc.

HC05 VAPES

Including but not limited to pens and cartridge systems.

HC06 SMOKING ACCESSORIES

Including but not limited to glass, pipes, cones, rolling papers.

**BEST USE** CANNABIS

HC07 ACCESSORIES/TECH

HC08 ACTIVATION/ENGAGEMENT

HC09 BOUTIQUE/ENDORSED BRANDS

**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.

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**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.

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**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.**

**PD24 POLITICS & GOVERNMENT**

Communications regarding politics, government, or public policy.

**PD25 RETAIL STORES & eCOMMERCE**

Work related to retail stores and/or eCommerce.

**PD26 TRANSPORTATION**

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

**PD27 TRAVEL/LEISURE**

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

**PD28 UTILITIES**

Including but not limited to telecommunications and energy.

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## 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

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## 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.*

**DOES NOT  
ACCEPT NGO**

### JUDGING

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

### 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.

**WI03 LGBTQ+**

Work intended to promote rights, equality, empowerment, tolerance, and inclusion for LGBTQ+ individuals or community.

**WI04 SOCIAL JUSTICE**

Work intended to fight against racial, ethnic, or religious discrimination by promoting empowerment, equality, rights, tolerance, and inclusion.

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## 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.

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## 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**

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## 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](#)

**DOES NOT  
ACCEPT NGO**

### JUDGING

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

## 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.

## 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.

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**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.

**DOES NOT  
ACCEPT NGO**

### JUDGING

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

## 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.

**SP21 OLYMPICS****SP20 FIFA WORLD CUP**

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**TYPE****SP22 PRODUCTS & SERVICES**Sports related product or service advertising.  
Includes all media.**SP24 TEAM OR LEAGUE PROMOTION**

Sports related team or league promotion including governing bodies and associations. 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.

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**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**

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**BEST USE****SU01 ACTIVATION & ENGAGEMENT**

Start-up advertising utilizing an activation &amp; engagement component.

**SU06 DESIGN**

Start-up advertising utilizing design.

**SU02 AUDIO/RADIO**

Start-up advertising utilizing an audio/radio component.

**SU07 DIGITAL/MOBILE**

Start-up advertising utilizing a digital/mobile component.

**SU03 AVANT-GARDE/INNOVATIVE**

Start-up advertising utilizing an avant-garde/innovative component.

**SU08 DIRECT & COLLATERAL**

Start-up advertising utilizing a direct and/or collateral component.

**SU04 BRANDED CONTENT/ENTERTAINMENT**

Start-up advertising utilizing branded content/entertainment.

**SU09 FILM**

Start-up advertising utilizing a film component.

**SU05 COLLABORATIONS & PARTNERSHIPS**

Start-up advertising utilizing collaboration(s) and/or partnership(s).

**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.

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**PRODUCTS & SERVICES**
**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.

### JUDGING

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

## CRAFT - OTHER THAN FILM OR VIDEO

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**ST01 ART DIRECTION/PRODUCTION DESIGN**

Excellence in the design and execution of the artistic/aesthetic elements.

**ST02 BEST USE OF HUMOR**

Excellence in the use of humor to elevate the concept.

**ST03 COPYWRITING**

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

**ST04 GRAPHIC DESIGN**

Excellence in the use of graphic design elements.

**ST05 ILLUSTRATION**

Excellence in the use of illustration.

**ST06 INTERFACE & NAVIGATION (UX/UI)**

Excellence in the design of interface & navigation that elevates the concept and is pleasing for the user.

**ST07 PHOTOGRAPHY**

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

**ST08 TYPOGRAPHY**

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

## FILM CRAFT/VIDEO CRAFT

**ST09 ACTING**

One or more performances stand out.

**ST10 ANIMATION**

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

**ST11 ART DIRECTION/PRODUCTION DESIGN**

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

**ST12 BEST USE OF MUSIC**

Licensed or adapted music used to elevate the concept.

**ST13 CASTING**

The casting befits the concept to elevate the piece.

**ST14 CINEMATOGRAPHY**

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

**ST15 DIRECTION**

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

**ST16 EDITING**

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

**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.

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## 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 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.

## DOES NOT ACCEPT NGO

## JUDGING

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

## 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](#).

## 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

[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.

**DOES NOT  
ACCEPT NGO**

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.*

**DOES NOT  
ACCEPT NGO**

### JUDGING

**30%** RESULTS & EFFECTIVENESS  
**25%** IDEA  
**25%** EXECUTION  
**20%** CHALLENGE/STRATEGY/OBJECTIVES

## 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

**BU11 DESIGN****BU12 DIGITAL****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

**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.

## COMMERCE 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.*

**DOES NOT  
ACCEPT NGO**

### JUDGING

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

### 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.

**CC16 RETAIL ENVIRONMENT & EXPERIENCE DESIGN****CC17 RETAIL PROMOTIONS & COMPETITIONS****CC18 SOCIAL COMMERCE**

Work which harnesses social platforms to engage consumers and drive business results

**CC19 SPECIAL EDITION & PROMOTIONAL PACKAGING DESIGN****CC20 SUSTAINABLE COMMERCE**

Including, but not limited to, responsible consumption and production, packaging, economic models (ie replenishment), environmentally friendly shipping options, waste management, commerce for good, etc.

**CC21 WEB3 COMMERCE****BEST USE****CC22 AUTOMOTIVE**

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

**CC23 CORPORATE IMAGE/CONSUMER SERVICES/B2B**

Self-promotion, internal communications, recruitment, rebranding, etc.

**CC24 DURABLE GOODS**

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

**CC25 FINANCIAL & INVESTMENT**

Banking, investment, insurance.

**CC26 FOOD/DRINK/RESTAURANTS**

Any type of food, drink, grocery, or restaurant.

**CC27 HEALTHCARE**

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

**CC28 MEDIA/ENTERTAINMENT/EVENTS**

Any and all types of media, entertainment, or events.

**CC29 NON-DURABLE HOUSEHOLD GOODS**

Fast moving consumer goods, packaged foods, beverages, toiletries, candies, cosmetics, over the counter drugs, dry goods, and other consumables.

**CC30 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.**

**CC31 POLITICS & GOVERNMENT**

Communications regarding politics, government, or public policy.

**CC32 RETAIL STORES & ECOMMERCE**

All retail stores and/or eCommerce.

**CC33 TRANSPORTATION**

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

**CC34 TRAVEL/LEISURE**

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

**CC35 UTILITIES**

Including but not limited to telecommunications and energy.

## THE G100 AWARDS

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### 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.**

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### JUDGING

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

## 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.

**DOES NOT  
ACCEPT NGO**

### JUDGING

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

### 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.

## 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

**EF01 ACTOR(S)****EF02 AUDIO ADVERTISEMENT****EF03 AVANTE-GARDE/INNOVATIVE****EF04 BRANDED CONTENT/ENTERTAINMENT -  
AUDIO PROGRAM/PODCAST****EF05 BRANDED CONTENT/ENTERTAINMENT -  
FILM/VIDEO****EF06 COPYWRITING****EF07 FILM/VIDEO > :60****EF08 FILM/VIDEO < :60****EF09 PRINT****EF10 PRODUCT/PACKAGING/LIMITED EDITION****EF11 OUTDOOR****EF12 REAL-TIME RESPONSE****EF13 SOCIAL MEDIA CAMPAIGN****EF14 WTF?!?!?**

Work that makes people say "What the F?!"

**EF15 JOY IN PURPOSE**

Work that uses a lens of laughter, joy, and inspiration to get across an important message or address a difficult subject

## 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.

**DOES NOT  
ACCEPT NGO**

### JUDGING

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

### 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

## 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.

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# 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](mailto: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.

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## 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](mailto:processing@newyorkfestivals.com)**

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