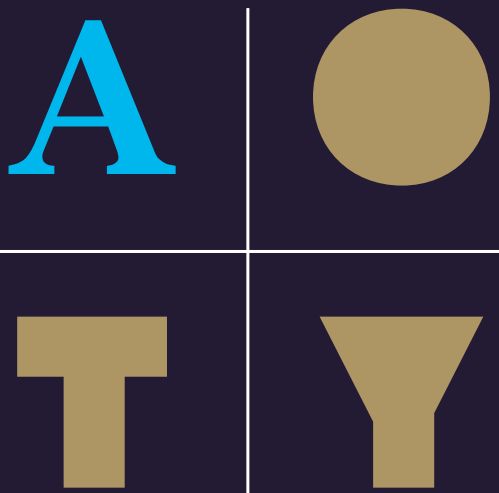


2025 ENTRY KIT



AdNews Agency
of the Year Awards
2025

19 FEBRUARY 2026
DOLTONE HOUSE,
JONES BAY WHARF SYDNEY

ENTRIES CLOSE
THURSDAY 25 SEPTEMBER 2025

SUBMIT ENTRIES VIA ONLINE PORTAL
ADNEWS.LIVE/AOTY

SUPPORTING PARTNERS



ASSOCIATE PARTNERS



CATEGORIES

TO ENTER

Visit	adnews.live/aoty
Entries Close	midnight, Thursday 25 September 2025
Event	Thursday 19 February 2026

ELIGIBILITY PERIOD

The relevant eligibility period is between 1 July 2024 - 30 June 2025 unless otherwise stated.

ENTRY FEES

Entry fees will be charged at \$405 plus GST per entry. A receipt will be sent to the entrant at the time of submission. Entries will not be considered for judging unless payment has been received. Entry fees are non-refundable.

FOR QUERIES CONTACT

events@twodefence.com.au

- A.** Creative Agency of the Year
- B.** Media Agency of the Year
- C.** Independent Agency of the Year
- D.** Small Agency of the Year
(HEADCOUNT UNDER 25)
- E.** Digital Agency of the Year
- F.** PR Agency of the Year
- G.** Ad Campaign of the Year
- H.** Media Campaign of the Year
- I.** Small Budget Media Campaign of the Year
(LESS THAN \$500,000)
- J.** Social Media Campaign of the Year
- K.** Regional Media Campaign of the Year **NEW**
- L.** Best Influencer Campaign **NEW**
- M.** Best Use of Data in Campaign Planning
- N.** Best Use of Content
- O.** Brand Partnership Award
- P.** Social Responsibility/Pro Bono Award
- Q.** The Game Changer Award
- R.** Best Transformation Strategy **NEW**
- S.** Best Use of AI and Technology
- T.** Employer of the Year
(HEADCOUNT OVER 75)
- U.** Employer of the Year
(HEADCOUNT UNDER 75)
- V.** Marketing Team of the Year
- W.** Sales Team of the Year
- X.** The AdNews Effectiveness Award



CRITERIA

- A. Creative Agency of the Year**
- B. Media Agency of the Year**
- C. Independent Agency of the Year**
- D. Small Agency of the Year**
(HEADCOUNT UNDER 25)
- E. Digital Agency of the Year**
- F. PR Agency of the Year**

JUDGING CRITERIA

These categories recognise the year's top-performing advertising agencies - those setting new industry benchmarks through exceptional client work, strong business performance and standout workplace culture.

Weighting is as follows:

- 30%** Business performance: provide revenue and profit results for the financial year from 1 July 2024 to 30 June 2025, in comparison to the previous year. Include any new strategies that contributed to business performance this year and highlight the impact.
- 20%** Client work: provide details on client retention, new account wins and an overview of this year's best work.
- 20%** Workplace development: outline the agency's focus on people and culture including staff retention, professional development programs and DE&I initiatives.
- 30%** Case study: provide a client case study that demonstrates the agency's expertise, capabilities and impact.

ENTRY REQUIREMENTS

- Submit copy no more than 300 words per criteria point/weighting.
- Supporting figures.
- Letter of endorsement from the CEO or CFO - letter of endorsement needs to be on company letterhead or official documentation, include the full name and title of the person making the endorsement.
- Agency staff photo.

Note: categories such as PR Agency of the Year and Digital Agency of the Year are open to agencies which specialise in these services, as well as departments of larger agencies. If these services are offered as part of a department in a larger agency, ONLY submit information and case studies relevant to that department.

CRITERIA

4. Ad Campaign of the Year

JUDGING CRITERIA

This award recognises bold ideas, originality of thinking and impact. Judges will examine originality of creative concept from strategy to execution, looking for tangible measures of effectiveness and how an ad campaign delivered on its objectives.

Entrants should outline the brief and strategic thinking alongside the work and execution. Provide clear, proven campaign results – such as ROI, sales, brand lift, traffic, media coverage and awareness. Judges are seeking strong insights and execution, alongside robust and clearly defined success metrics.

This award may incorporate a dual-agency entry whereby the creative agency and the media agency enter together. Both aspects of the campaigns will be judged together if submitted as such.

Weighting is as follows:

- 30%** Brief and strategy.
- 30%** Campaign work and execution.
- 40%** Proven results.

ENTRY REQUIREMENTS

- Submit copy no more than 1000 words.
- Supporting figures.
- Media schedule required if it is a dual entry.

Note: entrants must provide the client email address at the time of entry. All campaign submissions will undergo a verification process where the client must endorse the entry before it can proceed through to judging.

CRITERIA

H. Media Campaign of the Year

I. Small Budget Media Campaign of the Year

(LESS THAN \$500,000)

J. Social Media Campaign of the Year

JUDGING CRITERIA

These categories celebrate media and social media campaigns that deliver business objectives through smart thinking, execution and measurable impact. The entry must include a media schedule that shows an understanding of the application of different media/social channels to meet the client's objectives and deliver results.

Entrants should outline the brief and strategic thinking/ insights, alongside the work and execution. Provide clear, proven campaign results – such as ROI, sales, brand lift, traffic, media coverage and awareness. Judges are seeking strong insight and execution and robust, clearly defined success metrics against business objectives.

Weighting is as follows:

30% Brief and strategy.

30% Campaign work and execution.

40% Proven results.

ENTRY REQUIREMENTS

- Submit copy no more than 1000 words.
- Supporting figures and media schedule.

Note: entrants must provide the client email address at the time of entry. All campaign submissions will undergo a verification process where the client must endorse the entry before it can proceed through to judging.

CRITERIA

K. Regional Media Campaign of the Year

JUDGING CRITERIA

This category celebrates a regional media campaign that delivered business objectives through smart thinking, execution and measurable impact. Eligible campaigns must be delivered in markets outside the metropolitan areas of Adelaide, Brisbane, Melbourne, Perth and Sydney.

Entrants should outline the strategic brief and media objectives, the campaign work and execution and robust, clearly defined results.

Weighting is as follows:

- 30%** Brief and objectives.
- 30%** Campaign work and execution.
- 40%** Proven results.

ENTRY REQUIREMENTS

- Submit copy no more than 1000 words.
- Supporting figures.
- Media schedule.

Note: entrants must provide the client email address at the time of entry. All campaign submissions will undergo a verification process where the client must endorse the entry before it can proceed through to judging.

CRITERIA

L. Best Influencer Campaign

JUDGING CRITERIA

This category celebrates the year's most impactful influencer-led campaign. It recognises standout strategy, strong creator-brand alignment and compelling execution across platforms. The influencer element must be core to the campaign – not an afterthought – and should demonstrate how talent was used to shape culture, spark conversation and drive meaningful results.

Entrants should detail the brief and strategic thinking, the work and execution across channels and tangible results such as sales, brand lift, audience engagement or cultural impact.

Weighting is as follows:

- 30%** Brief and strategy.
- 30%** Campaign work and execution.
- 40%** Proven results.

ENTRY REQUIREMENTS

- Submit copy no more than 1000 words.
- Supporting figures.

Note: entrants must provide the client email address at the time of entry. All campaign submissions will undergo a verification process where the client must endorse the entry before it can proceed through to judging.

CRITERIA

▲ Best Use of Data in Campaign Planning

JUDGING CRITERIA

This award recognises the use of data to inform campaign planning decisions. Entries in this category must show smart, original thinking driven by data-led research. Entries can be from a media agency, creative agency or a dual entry.

Agencies should clearly outline the data source, the insights uncovered and how these were used to implement and deliver an effective campaign. Judges will be assessing the clever use of data and campaign execution, alongside business impact through robust and clearly defined metrics/results.

Weighting is as follows:

- 30%** Outline of the data used and how it was utilised.
- 30%** Campaign work and execution.
- 40%** Proven results.

ENTRY REQUIREMENTS

- Submit copy no more than 1000 words.
- Supporting figures.

Note: entrants must provide the client email address at the time of entry. All campaign submissions will undergo a verification process where the client must endorse the entry before it can proceed through to judging.

CRITERIA

N. Best Use of Content

JUDGING CRITERIA

This category recognises content produced for a brand, that has delivered on client objectives. The work may have been produced by a content company, creative agency or media agency and can span multiple formats—including text-based campaigns, social media activations, research pieces, white papers, podcasts, videos and more.

Judges will be looking for strong audience measurement and reports, as well as originality and interesting execution in channels and work. Entrants should include details of where the content may have provided measurable ROI.

Weighting is as follows:

- 30%** Brief and strategy.
- 30%** Work and execution.
- 40%** Proven results.

ENTRY REQUIREMENTS

- Submit copy no more than 1000 words.
- Supporting figures.

Note: entrants must provide the client email address at the time of entry. All campaign submissions will undergo a verification process where the client must endorse the entry before it can proceed through to judging.

CRITERIA

● Brand Partnership Award

JUDGING CRITERIA

This award celebrates how an agency has cleverly integrated a brand into a popular media outlet, sporting event, TV show or festival by recognising sponsorship, advertising or activations built into existing media propositions.

Judges will be looking for real measures of effectiveness and how the integrations delivered a business impact. Judges will also look for executions that are innovative, bold and out of the box.

Weighting is as follows:

30% Brief and strategy.

30% Work and execution.

40% Proven results.

ENTRY REQUIREMENTS

- Submit copy no more than 1000 words.

Note: entrants must provide the client email address at the time of entry. All campaign submissions will undergo a verification process where the client must endorse the entry before it can proceed through to judging.

CRITERIA

P. Social Responsibility/ Pro Bono Award

JUDGING CRITERIA

This award recognises a campaign created to support a brand or organisation with a social cause on a pro-bono basis. Judges will be assessing the brief and insight behind the work, the implementation of the strategy and evidence of outcomes delivered against campaign objectives.

Weighting is as follows:

- 40%** Brief and strategy.
- 30%** Campaign work and execution.
- 30%** Proven results.

ENTRY REQUIREMENTS

- Submit copy no more than 1000 words.
- Supporting figures or materials.

Note: entrants must provide the client email address at the time of entry. All campaign submissions will undergo a verification process where the client must endorse the entry before it can proceed through to judging.

CRITERIA

● The Game Changer Award

JUDGING CRITERIA

This award celebrates innovations and ideas that change the game. A Game Changer could be disruptive technology, a new advertising format, an inspirational idea or a landmark execution of creative storytelling. It could be a product launch that reinvented a client's business, or a communications strategy that redefined and solved a complex challenge.

Judges will look for game-changing thinking, insights and ideas that demonstrate how brands and agencies are pushing the boundaries of the industry. Judges will also be assessing proven results and measurable impact - i.e. how did it change the game?

Weighting is as follows:

20% Rationale and strategy.

40% Execution.

40% Proven results.

ENTRY REQUIREMENTS

- Submit copy no more than 1000 words.
- Supporting figures.

CRITERIA

R. Best Transformation Strategy

JUDGING CRITERIA

In an industry moving at breakneck speed – driven by new technologies, convergence and shifting client expectations – agencies must continually rethink how they operate and deliver value.

This award recognises a transformation strategy that has redefined how an agency operates, delivers value or positions itself in the market. Whether it's expanding into performance or consultancy offerings, launching proprietary platforms, introducing new revenue streams or executing a bold culture reset and rebrand – the focus is on a clear, deliberate strategy that responded to change and delivered meaningful advantage.

Judges will be looking for a clear rationale behind the transformation strategy (market disruption, growth ambition, internal challenge), the development and execution of the strategy and evidence of impact.

Weighting as follows:

- 40%** Rationale and strategy.
- 30%** Execution.
- 30%** Results.

ENTRY REQUIREMENTS

- Submit copy no more than 1000 words.
- Supporting figures.

CRITERIA

Best Use of AI and Technology

JUDGING CRITERIA

This award celebrates the use of artificial intelligence and innovative technology in an advertising campaign. Judges will be looking for bold thinking, smart insights and creative ideas that showcase how AI and technology was used in a meaningful and effective way.

Entries should clearly outline the strategy, execution and measurable results, demonstrating how AI and technology elevated and enhanced the campaign's impact.

Weighting is as follows:

- 20%** Brief and strategy.
- 40%** Campaign execution.
- 40%** Proven results.

ENTRY CRITERIA

- Submit copy no more than 1000 words.
- Supporting figures.

Note: entrants must provide the client email address at the time of entry. All campaign submissions will undergo a verification process where the client must endorse the entry before it can proceed through to judging.

CRITERIA

T. Employer of the Year
(HEADCOUNT OVER 75)

U. Employer of the Year
(HEADCOUNT UNDER 75)

JUDGING CRITERIA

This category recognises agencies which foster high performing, collaborative and inclusive workplaces. Judges will look for innovative policies, programs and practices that make the agency a standout employer in the industry.

Entrants should provide evidence of the agency's dedication to professional development through recruitment programs, training, workplace design and staff retention.

Entrants must also provide evidence of staff support and benefits such as policies supporting work/life balance, health, wellbeing and team building. Agencies should include any policies in place to foster DE&I and provide details of gender and cultural diversity within the organisation.

Weighting is as follows:

- 40%** Professional development.
- 30%** Staff support and benefits.
- 30%** Diversity and inclusion.

ENTRY REQUIREMENTS

- Submit copy no more than 1000 words.
- Supporting figures.

CRITERIA

▼. Marketing Team of the Year

JUDGING CRITERIA

This award honours an outstanding marketing team that is driving innovation, delivering business results and making an impact. Whether self-nominated or put forward by an agency partner, entries should offer insight into the team's purpose, how roles are structured and how collaboration contributes to success.

Judges will be looking for a strong sense of the team's objectives and achievements during the judging period. Entrants must also include a case study that demonstrates the team's excellence.

Weighting is as follows:

- 20%** Team objectives.
- 40%** Impact and performance.
- 40%** Case study.

ENTRY REQUIREMENTS

- Submit copy no more than 1000 words.
- Supporting figures.

CRITERIA

W. Sales Team of the Year

JUDGING CRITERIA

This award honours an outstanding sales team driving growth, delivering targets and making a measurable impact. Entries should offer an insight into the team's purpose, how roles are structured and how collaboration fuels performance.

Judges will be looking for a strong sense of the team's objectives and achievements during the judging period. Entrants must also include a case study that demonstrates the team's excellence.

Weighting is as follows:

- 20%** Team objectives.
- 40%** Commercial strategies and proven business results.
- 40%** Case study.

ENTRY REQUIREMENTS

- Submit copy no more than 1000 words.
- Supporting figures.

CRITERIA

X. The AdNews Effectiveness Award

JUDGING CRITERIA

This award serves to recognise a campaign for its overall effectiveness in proving measured ROI, meeting quantified business objectives and, if relevant, the campaign's effects on instigating behavioural change.

The entry period for this category is three years. Work must have launched since 1 January 2022. The launch date and time period should be clearly stated. This award may incorporate a dual-agency entry whereby the creative agency and the media agency will enter together. Both aspects of the campaigns will be judged together if submitted as such.

Judges will be looking for real measures of effectiveness and how this campaign delivered a material business impact.

Entries must include context that helps highlight the scale of the challenge.

Weighting is as follows:

- 30%** Campaign strategy.
- 30%** Campaign execution (both creative work and media planning).
- 40%** Proven results and effectiveness including a ROI figure.

Entries that do not include proven results will not be considered.

ENTRY REQUIREMENTS

- Submit copy no more than 1000 words.
- Supporting figures.
- Media schedule.

Note: entrants must provide the client email address at the time of entry. All campaign submissions will undergo a verification process where the client must endorse the entry before it can proceed through to judging.

SUPPORTING MATERIALS

Entries should be accompanied by supporting materials that showcase a range of your agency's work such as examples of published creative, television, online and radio if relevant.

- Supporting materials may be supplied in a showreel / sizzle reel, case study, Power Point presentation, PDF or jpg format.
- The estimated viewing time of supporting materials must not exceed four minutes in length.
- Files must be playable on a standard PC and Mac operating system.
- Production values will not be considered when scoring entries.

ADMIN REQUIREMENTS

- In addition, each entry must provide five examples of agency / campaign work as hi-res images.
- Images should be 300DPI .jpg, .png or .tiff files.
- These images may be used in the awards presentation and the *AdNews* Agency of the Year winners supplement.
- Any information provided may be reproduced by *AdNews* in print, or online.
- Any information that is not for publication should be clearly marked 'For Judges Eyes Only'.

NATURE OF WORK

The nature of work an agency does for a client must be made clear, whether an agency holds the entire account for a client, or works on a piece of the business. When listing clients on their books, agencies must outline what portion of the clients' core account they hold and the value of that client in billings. If it is for a subsidiary business, or a division within a larger parent company, that must be specified, and the value of that client in billings must also be specified. It should also be made clear whether an agency works with clients on a project or retained basis. Services including, but not limited to, search marketing, media planning & buying, full service and/or programmatic services, must be specified.

For example, if a media agency holds the full media planning & buying account for a client, they must outline the value of that account in billings. If an agency works on a client for search marketing, that should be made clear. *AdNews* welcomes work that showcases innovation and creativity that goes beyond the traditional scope of the industry but intentional scam work will not be tolerated. All entries must show that ideas were viable, had set objectives and were developed in good faith.

TERMS & CONDITIONS

The Awards are open to entries from Australian-based companies only. All entries must be submitted via the online entry portal. An entry fee of \$405 plus GST is required for each entry. Entry fees are non-refundable and must be paid at the time of entering. Entries will not be considered for judging if payment is not received at the time of entry. Entry fees will not be returned.

Note the entry deadline - midnight, Thursday 25 September 2025. This date is final and there will be no extensions provided. The relevant eligibility period is between 1 July 2024 - 30 June 2025 unless otherwise stated.

Ensure all creative material, reference to accounts wins and losses, financial performance, campaign results and staff stability are within this time frame. An agency can enter more than one category but only if the entries are deemed by the organisers as significantly different and tailored to the specific category. If duplicate entries are submitted they will be disqualified from all but one.

Entries can not be edited after submitting, if you notice an error in your entry please contact events@twodeforce.com.au. Please note: no changes will be permitted after the entry deadline. Please make sure all entry details are entered accurately, including grammar.

Details collected through the online entry portal will be used in the Awards presentation and in print if selected as a finalist. Entries that exceed the word count will not be accepted. The decision of the judges will be final and no correspondence will be entered into. All entries are treated as confidential. Judges reserve the right to move an entry to another category if deemed more suitable. Judges reserve the right to disqualify entries that do not follow the entry requirements. The entrant grants *AdNews* permission to show

the entries at the *AdNews* Agency of the Year Awards Presentation

and in the magazine in print and online at such times as deemed appropriate. Finalists and winners will be covered in the *AdNews* winners supplement using information from the entry.

If there is specific information in your entry that is commercially sensitive and should not be published please make this clear at the time you submit your entry. Any attachments containing sensitive information should include 'JUDGESEYESONLY' in their title, for example 'Media Schedule_JUDGESEYESONLY'.

The entrant agrees that *AdNews* and Two de Force will not accept responsibility for errors or omissions reproduced in the presentation or the winners supplement or for work lost or damaged under any circumstances. The entry is a submission from the company. Should the individual designated to collect the award leave the company, another member of that company, not the individual, will collect the award. Finalists will be notified in mid November prior to the Awards presentation on Thursday 19 February 2026.

By entering these awards you will be added to the *AdNews* newsletter. You can unsubscribe at any time.