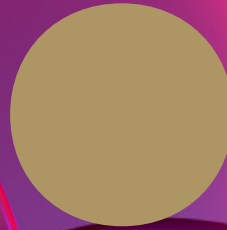


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AdNews Agency of the Year Awards

2023

PRESENTING PARTNER

SAMSUNG Ads

22 February 2024 ✕ SCG, Sydney

2023 Entry Kit

ENTRIES CLOSE: TUESDAY 19 SEPTEMBER 2023

Submit entries via online portal
adnews.live/aoty

SUPPORTING PARTNERS



ASSOCIATE PARTNERS



Categories

TO ENTER

Visit adnews.live/aoty
Entries Close Midday, Tuesday
19 September 2023
Event Thursday
22 February 2024

ELIGIBILITY PERIOD

The relevant eligibility period is between 1 July 2022 – 30 June 2023 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@twodeforce.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.** Regional Agency of the Year
- H.** Ad Campaign of the Year
- I.** Media Campaign of the Year
- J.** Small Budget Media Campaign of the Year
(LESS THAN \$500,000)
- K.** Social Media Campaign of the Year
- L.** Best Use of Data in Campaign Planning
- M.** Best Use of Content
- N.** Brand Partnership Award
- O.** Social Responsibility/Pro Bono Award
- P.** Diversity Award
- Q.** The Game Changer Award
- R.** Best Use of AI
- S.** Employer of the Year
(HEADCOUNT OVER 75)
- T.** Employer of the Year
(HEADCOUNT UNDER 75)
- U.** Marketing Team of the Year
- V.** The AdNews Effectiveness Award



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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**
- G. Regional Agency of the Year**

JUDGING CRITERIA

Weighting is as follows:

- 25%** the commercial viability of the company: please state like-for-like revenue growth and pre - tax profits for the financial year from 1 July 2022 to 30 June 2023
- 30%** client retention: the volume of client work (number of campaigns executed from 1 July 2022 to 30 June 2023); any award wins; statistics pointing to the success of work (ROI figures, sales uplifts)
- 20%** focus on people and culture: staff retention; staff opportunities; staff development programs; inclusion and diversity; commitment to flexibility
- 25%** case study: provide one case study of a business problem you have solved for a key client including the strategy, output and results.

ENTRY REQUIREMENTS

- Submit copy no more than 1000 words
- 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: PR Agency can only be entered by companies whose sole proposition is public relations and affairs - no media or creative agencies can enter unless they have a separate distinct arm offering this service.

Regional agencies must be independent (not affiliated with a network) and located beyond the major capital cities of Sydney, Melbourne, Brisbane, Perth, Adelaide and Canberra.



Criteria

H. Ad Campaign of the Year

This is for big bold ideas, storytelling and originality of thinking. 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.

JUDGING CRITERIA

Judges will look for tangible measures of effectiveness and how the campaign delivered a business impact. Entries **must include** context that helps highlight the scale of the challenge. Judges will examine originality of creative concept from storyboard to post-production; choice of talent, script, music selection and multi-channel executions.

Please explicitly state in addition to the objectives and effectiveness, the WHY behind the idea. If possible, allude to the budget allocated and what was achieved within those parameters.

Weighting is as follows:

30% on concept and strategy

30% on campaign execution

40% on proven results and effectiveness including ROI figures (e.g. incremental value produced by the campaign, minus the total cost of the campaign, divided by the cost of the campaign).

ENTRY REQUIREMENTS

- Submit copy no more than 1000 words
- 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

- I. Media Campaign of the Year
- J. Small Budget Media Campaign of the Year
(LESS THAN \$500,000)
- K. Social Media Campaign of the Year

These categories recognise media and social campaigns for their overall effectiveness, both in terms of proving measured ROI and meeting quantified business objectives. 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. Include the investment percentages attributed to each channel, plus an overview of reach and frequency.

JUDGING CRITERIA

Judges will look for tangible measures of effectiveness and how the campaign delivered a business impact. Entries **must include** context that helps highlight the scale of the challenge.

Weighting is as follows:

- 30%** on strategy
- 30%** on execution
- 40%** on proven results and effectiveness

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

L. Best Use of Data in Campaign Planning

This award recognises use of data that informs 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.

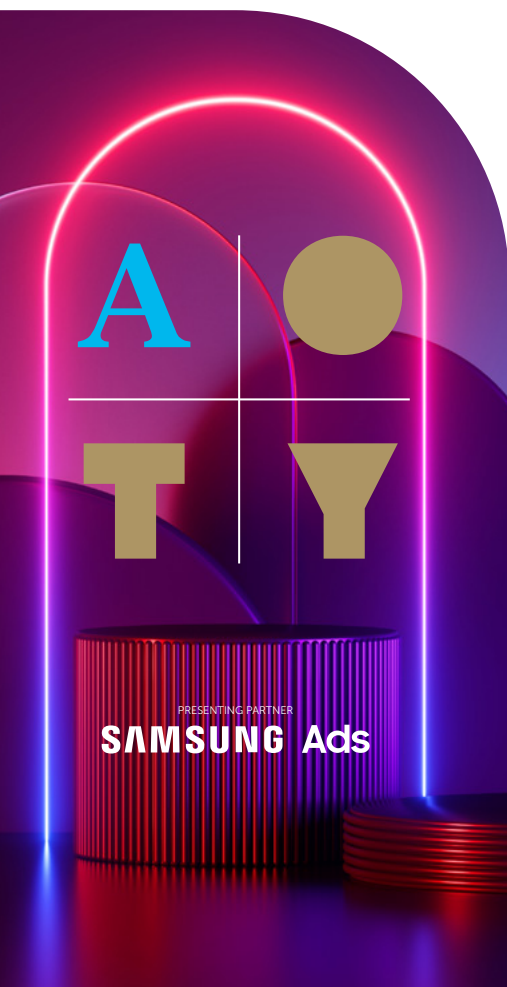
JUDGING CRITERIA

Weighting is as follows:

- 30%** outline of the data used and how it was utilised
- 30%** the execution of the campaign
- 40%** campaign 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

M. Best Use of Content

This category serves to recognise a content campaign, produced for a brand, that has delivered a significant audience for a client. It could have been produced by a content company, creative or media agency. The content in question could have been delivered across any format (e.g. text-based campaigns, social media campaigns, research, white papers, podcasts, videos etc.).

JUDGING CRITERIA

Judges will be looking for strong audience measurement and reports, as well as originality and interesting execution, both in terms of channels and creative work.

Judges will look for executions that are innovative, bold and out of the box. Please include details of where the campaign may have provided measured ROI.

Weighting is as follows:

30% on strategy

30% on execution

40% on proven results and effectiveness

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

N. Brand Partnership Award

This award reveals 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.

JUDGING CRITERIA

Judges will be looking for real measures of effectiveness and how the integrations delivered a business impact.

Judges will look for executions that are innovative, bold and out of the box. Provide examples of results and outcomes which could touch upon engagement, social amplification and data-capture.

Weighting is as follows:

30% on strategy

30% on execution

40% on proven results and effectiveness

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

0. Social Responsibility/ Pro Bono Award

This award recognises company/agency initiatives to engage in social responsibility-based projects and pro bono work/campaigns to support a brand or organisation with a social cause.

JUDGING CRITERIA

Please provide an all-round view of the vision, engagement, and the outcome of the activity/project.

Weighting is as follows:

- 40%** on strategy
- 30%** on execution
- 30%** on outcome

ENTRY REQUIREMENTS

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



Criteria

P. Diversity Award

This award recognises company/agency initiatives to promote diversity within their own business and/or the broader industry. It celebrates those ideas and programs that are making a true difference in enhancing adland to become a more diverse and inclusive industry to work in.

JUDGING CRITERIA

Judges will look for initiatives which have had real impact in addressing diversity within an area of the business/industry. Weighting as follows:

- 30%** on the purpose and objectives of the initiative
- 30%** on how it was executed
- 40%** on the results (i.e. how have you achieved the objectives of the initiative)

ENTRY REQUIREMENTS

- Submit copy no more than 1000 words
- Supporting figures
- Letter of endorsement from the CEO or Head of People and Culture – letter of endorsement needs to be on company letterhead or official documentation, include the full name and title of the person making the endorsement



Criteria

Q. The Game Changer Award

This award recognises innovations and ideas that change the game. A Game Changer could be a piece of disruptive technology, a new advertising format, creative storytelling, an inspirational idea or product launch which has reinvented a client's business, or an innovative communications strategy that redefined and solved a tricky business challenge.

JUDGING CRITERIA

Judges will look for game-changing thinking, insights and ideas that demonstrate brands and agencies pushing the boundaries of the industry. Weighting is as follows:

20% on rationale or strategy behind the game-changing idea

40% on the execution

40% on proven results and effectiveness (i.e. how did it change the game)

ENTRY REQUIREMENTS

- Submit copy no more than 1000 words
- Supporting figures



Criteria

R. Best Use of AI

This award recognises the use of artificial intelligence in advertising. The use of AI could be the creation of a proprietary AI technology or a campaign, strategy or solution that has benefitted a client's business or solved a business challenge.

JUDGING CRITERIA

Judges will look for thinking, insights and ideas that demonstrate brands' and agencies' effective use of AI. Weighting is as follows:

20% on rationale or strategy for the use of AI

40% on the execution

40% on proven results and effectiveness (i.e. what were the KPIs and how were they achieved)

ENTRY CRITERIA

- Submit copy no more than 1000 words
- Supporting figures



Criteria

S. Employer of the Year

(HEADCOUNT OVER 75)

T. Employer of the Year

(HEADCOUNT UNDER 75)

This category encapsulates entire organisations and workforces from any company working in the advertising, media and marketing sector.

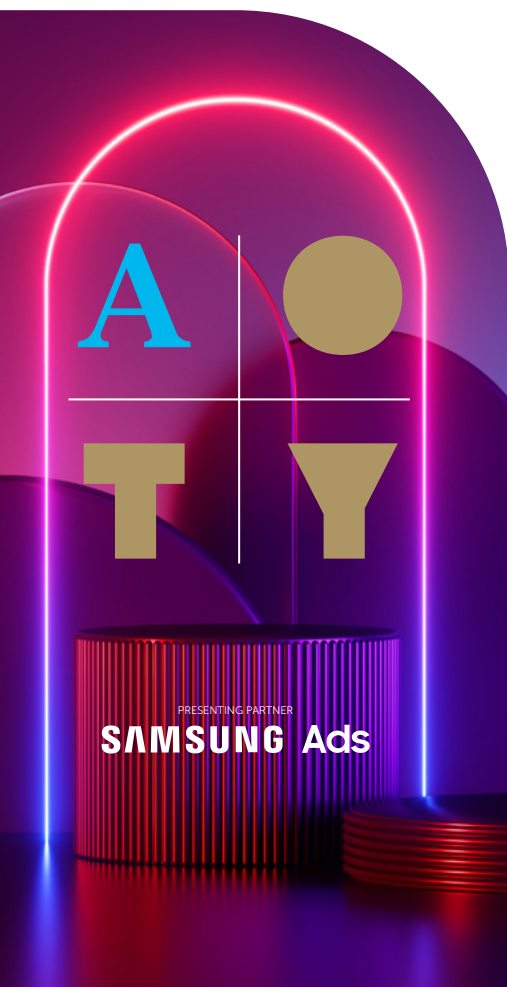
JUDGING CRITERIA

Weighting is as follows:

- 30%** staff investment, training, development, demonstrable career progression
- 30%** staff support – flexibility, paid parental schemes, extra benefits, programs that demonstrate a commitment to well-being
- 40%** commitment and demonstrable action to address diversity and inclusion

ENTRY REQUIREMENTS

- Submit copy no more than 1000 words
- Supporting figures



Criteria

U. Marketing Team of the Year

This award recognises the marketing teams working across Australian brands. They can either self-nominate, or be nominated by the agency they work alongside.

JUDGING CRITERIA

Please include a description of the team, their size and their functions/role within the team. If applicable, please name the agencies the team work with and the scope of work they undertake for the brand.

Weighting is as follows:

- 20%** team's mission statement (what does your team stand for and purpose)
- 40%** the work (marketing strategy, campaigns & programs the team are working on)
- 40%** proven business results (please provide key metrics and results)

ENTRY REQUIREMENTS

- Submit copy no more than 1000 words



Criteria

V. The AdNews Effectiveness Award

This award serves to recognise a campaign for its overall effectiveness, in terms of proving measured ROI, meeting quantified business objectives and also, 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 2020. 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.

JUDGING CRITERIA

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% on campaign strategy

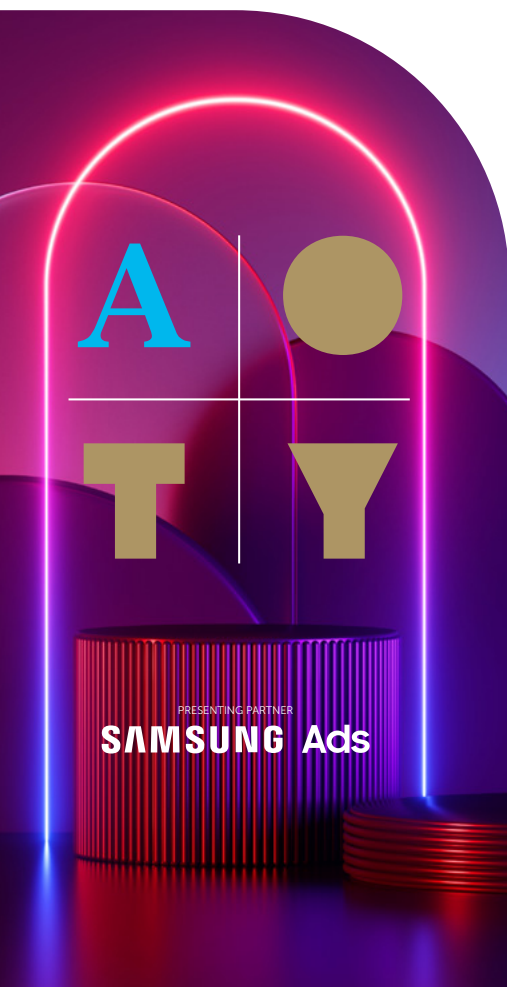
30% on campaign execution (both creative work and media planning)

40% on 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
- 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 – midday, Tuesday 19 September 2023. This date is final and there will be no extensions provided. The relevant eligibility period is between 1 July 2022 – 30 June 2023 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 22 February 2024.

