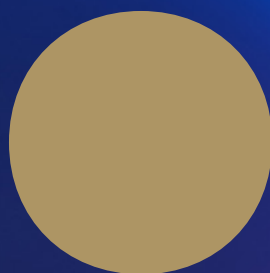




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AdNews Agency
of the Year Awards
2024

20 February 2025 ✕ Sydney

2024 Entry Kit

ENTRIES CLOSE: 20 SEPTEMBER 2024

Submit entries via online portal
adnews.live/aoty

SUPPORTING PARTNERS



Google

nexxən



PubMatic

Quantcast

Categories

TO ENTER

Visit	adnews.live/aoty
Entries Close	4pm, Friday 20 September 2024
Event	Thursday 20 February 2025

ELIGIBILITY PERIOD

The relevant eligibility period is between 1 July 2023 – 30 June 2024 unless otherwise stated.

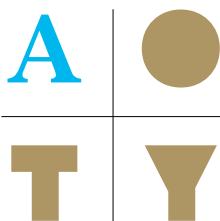
ENTRY FEES

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.** 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.** Best Use of Data in Campaign Planning
- L.** Best Use of Content
- M.** Brand Partnership Award
- N.** Social Responsibility/Pro Bono Award
- O.** Diversity & Inclusion Award
- P.** The Game Changer Award
- Q.** Best Use of AI and Technology
- R.** Employer of the Year
(HEADCOUNT OVER 75)
- S.** Employer of the Year
(HEADCOUNT UNDER 75)
- T.** Marketing Team of the Year
- U.** Sales Team of the Year
- V.** 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 agencies that demonstrate excellence in commercial performance, client work and workplace development, setting new benchmarks in the industry and achieving outstanding results. Weighting is as follows:

- 20%** commercial performance: to assess the commercial viability of the company, provide revenue and profit results for the financial year from 1 July 2023, to 30 June 2024 in comparison to the previous year. Include any new strategies which contributed to business development and financial performance
- 30%** client performance: to assess the strength of client services, provide details on client retention, account wins and statistics pointing to the success of key work (ROI figures, sales uplifts)
- 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 case study of a business problem you 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: 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

G. Ad Campaign of the Year

JUDGING CRITERIA

This award recognises big bold ideas, storytelling and originality of thinking. Judges will look for tangible measures of effectiveness and how an ad campaign delivered a business impact.

In addition to objectives and effectiveness, explicitly state the WHY behind the idea. Entries **must include** context that helps highlight the scale of the challenge and if possible, allude to the budget allocated and what was achieved within those parameters.

Judges will examine originality of creative concept from storyboard to post-production and multi-channel executions. 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%** concept and strategy
- 30%** campaign execution
- 40%** 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

- 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

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%** strategy
- 30%** execution
- 40%** 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

K. 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

L. 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% strategy

30% execution

40% 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

M. 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% strategy

30% execution

40% 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. Social Responsibility/ Pro Bono Award

This award recognises 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% strategy

30% execution

30% outcome

ENTRY REQUIREMENTS

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



Criteria

0. Diversity & Inclusion Award

This award recognises company/agency initiatives to promote diversity and inclusion 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% purpose and objectives of the initiative

30% execution

40% results

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

P. 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%** rationale and strategy
- 40%** execution
- 40%** proven results and effectiveness (i.e. how did it change the game)

ENTRY REQUIREMENTS

- Submit copy no more than 1000 words
- Supporting figures



Criteria

Q. Best Use of AI and Technology

This award recognises the use of artificial intelligence and innovative technology in advertising. This could be the creation of 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 the effective use of AI and technology. Weighting is as follows:

- 20%** rationale and strategy
- 40%** execution
- 40%** proven results and effectiveness (ie what were the KPIs and how were they achieved)

ENTRY CRITERIA

- Submit copy no more than 1000 words
- Supporting figures



Criteria

R. Employer of the Year

(HEADCOUNT OVER 75)

S. Employer of the Year

(HEADCOUNT UNDER 75)

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.

JUDGING CRITERIA

Weighting is as follows:

- 40%** professional development: provide evidence of the agency's dedication to employee growth, career progression and staff retention Include recruitment programs, workplace design and training and development initiatives
- 30%** staff support and benefits: provide evidence of the agency's commitment to offering employee benefits and support, including policies that support work-life balance, health and wellbeing and team building
- 30%** diversity and inclusion: provide details of gender and cultural diversity in the agency, including any policies in place to foster DE&I

ENTRY REQUIREMENTS

- Submit copy no more than 1000 words
- Supporting figures



Criteria

T. Marketing Team of the Year

This award recognises high performing 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, including size and roles within the group. If applicable, please name agencies the team work with and the scope of work they undertake for the brand.

Weighting is as follows:

- 20%** mission statement: provide an overview of what the team stands for and its purpose
- 40%** performance: provide proven business results over the judging period
- 40%** case study: provide details on a project, campaign or strategy that demonstrates the marketing team's excellence

ENTRY REQUIREMENTS

- Submit copy no more than 1000 words



Criteria

U. Sales Team of the Year

This award recognises high performing sales teams in the advertising industry. In addition to commercial performance, judges will be analysing the team's mission and approach to driving excellence.

JUDGING CRITERIA

Please include a description of the team, including size and roles within the group. If applicable, please name agencies this team works with and the scope of work they undertake.

Weighting is as follows:

- 20%** mission statement: provide an overview of what the team stands for and its purpose
- 40%** performance: provide proven business results over the judging period and any initiatives or strategies driving commercial outcomes
- 40%** case study: provide details on a project or strategy that demonstrates the team's innovation and excellence

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 2021. 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%** 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
- 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 – 4pm, Friday 20 September 2024. This date is final and there will be no extensions provided. The relevant eligibility period is between 1 July 2023 – 30 June 2024 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 20 February 2025.

