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# AdNews Agency of the Year Awards

2021

PRESENTING PARTNER

## TikTok:For Business

28 October 2021 | The Ivy

2020/21 Entry Kit

**ENTRIES CLOSE: 4PM, WEDNESDAY 28 JULY 2021**

Submit entries via online portal

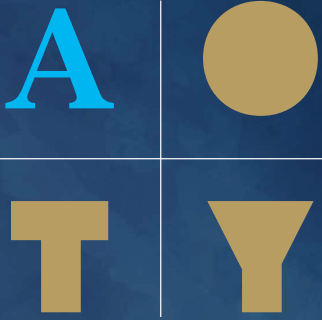
[adnews.live/aoty](https://adnews.live/aoty)

SUPPORTING PARTNERS



ASSOCIATE PARTNERS





## Categories

- 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.** Content Agency of the Year
- H.** Branding and Design Agency of the Year
- I.** Ad Campaign of the Year
- J.** Media Campaign of the Year
- K.** Small Budget Media Campaign of the Year  
(Less than \$500,000)
- L.** Social Media Campaign of the Year
- M.** Best Use of Data in Campaign Planning
- N.** Best Use of Content
- O.** Brand Partnership Award
- P.** Social Responsibility/Pro Bono Award
- Q.** Diversity Award
- R.** The Game Changer Award
- S.** Emerging Leader of the Year  
(selected from the AdNews Top 20)
- T.** Employer of the Year  
(headcount over 75)
- U.** Employer of the Year  
(headcount under 75)
- V.** Marketing Team of the Year
- W.** Media Trading Team of the Year
- X.** The AdNews Effectiveness Award
- Y.** AdNews Agency of the Year  
(selected by AdNews)
- Z.** Hall of Fame  
(selected by AdNews)

**AdNews Agency  
of the Year Awards**

**2021**

*Please note: Due to a change in timings for Agency of the Year, AdNews will be accepting work from 1 January 2020 until 30 June 2021 for all entries unless specified otherwise.*



- 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. Content Agency of the Year
- H. Branding and Design Agency of the Year

*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.*

### JUDGING CRITERIA

Weighting is as follows:

- 30%** the commercial viability of the company: please state like-for-like revenue growth and pre- tax profits for the financial year from 1 July 2020 to 30 June 2021;
- 35%** client retention: the volume of client work (number of campaigns executed from 1 January 2020 to 30 June 2021); any award wins; statistics pointing to the success of work (ROI figures, sales uplifts)
- 35%** focus on people and culture: staff retention; staff opportunities, staff development programs; inclusion and diversity; commitment to flexibility

### ENTRY REQUIREMENTS

Submit copy no more than 1000 words covering all items listed under the judging criteria above. Supporting figures are **mandatory**.

It is **compulsory** to include an endorsement from the CEO or CFO confirming details in the entry are correct.



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## I. 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. 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, outlining the concept and strategy; the campaign execution (both creative and media for dual entries); and proven results and effectiveness including ROI figure (e.g. incremental value produced by the campaign, minus the total cost of the campaign, divided by the cost of the campaign).

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. A copy of the media plan is also required if it is a dual entry.

It is **compulsory** to include an endorsement from the client of the brand you work for, confirming details in the entry are correct. All campaign submissions will undergo a verification process which asks clients to confirm these details.



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- J. Media Campaign of the Year
- K. Small Budget Media Campaign of the Year (Less than \$500,000)
- L. 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 covering all items listed under the judging criteria above. Supporting figures and media schedules are **mandatory**.

It is **compulsory** to include an endorsement from the client of the brand you work for, confirming details in the entry are correct. All campaign submissions will undergo a verification process which asks clients to confirm these details.



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## M. 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 covering all items listed under the judging criteria above. Please include supporting figures where required.

It is **compulsory** to include an endorsement from the client of the brand you work for, confirming details in the entry are correct. All campaign submissions will undergo a verification process which asks clients to confirm these details.



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## N. 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. 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 covering all items listed under the judging criteria above. 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.

It is **compulsory** to include an endorsement from the client of the brand you work for, confirming details in the entry are correct. All campaign submissions will undergo a verification process which asks clients to confirm these details.



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## O. 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. 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 covering all items listed under the judging criteria above.

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.

It is **compulsory** to include an endorsement from the client of the brand you work for, confirming details in the entry are correct. All submissions will undergo a verification process which asks clients to confirm these details.



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## P. 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

Weighting is as follows:

**40%:** on strategy

**30%:** on execution

**30%:** on outcome

### ENTRY REQUIREMENTS

Submit copy no more than 1000 words addressing the initiative, project or campaign. Please provide an all-round view of the vision, engagement, and the outcome of the activity/project. Please also include any supporting figures or materials where required.



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## Q. 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 addressing the above criteria. Please include any supporting figures and/or materials where required.

It is **compulsory** to include an endorsement from the CEO or Head of People and Culture confirming details in the entry are correct.



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## R. 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 addressing the above criteria. Please include any supporting figures and/or materials where required.



## S. Emerging Leader of the Year

(selected from AdNews list of 20)

This award highlights those who have forged a path to become the industry's next leaders.

### JUDGING CRITERIA

This will be selected by a separate judging committee who will select the Top 20 Emerging Leaders of 2021. The list that will run in AdNews in September/October 2021 with the winner to be announced at the AdNews Agency of the Year Awards. Weighting is as follows:

- 10%:** outline nominee's key achievements in career to date.
- 5%:** name the nominee's top five skills that demonstrate they are an emerging leader.
- 30%:** provide an example of a challenge the nominee overcame and the solution they adopted in order to do so.
- 30%:** provide any examples of how the nominee is involved in the business and/or broader industry beyond their daily role.
- 25%:** why do you (the person who made this submission) think the nominee deserves to be listed as an Emerging Leader?

### ENTRY REQUIREMENTS

Submit copy no more than 1000 words covering all items listed under the judging criteria above and include a high-res profile image of the nominee. The submission for the nominee must come from someone more senior to them in their company (ie: the person they report to). Nominees must have a minimum of seven years in the advertising/media/marketing world. Please provide resume and LinkedIn profile link to support this. Nominees must not be currently working in a C-suite or managing director role.

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**T.** Employer of the Year (Headcount Over 75)

**U.** Employer of 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 addressing the above criteria. Please include supporting figures.

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## V. 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

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 addressing the above criteria. Please also 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.

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## W. Media Trading Team of the Year

This award serves to recognise the trading and investment teams working within media agencies. It seeks to shine a light on how the team has delivered results to brands; how they work with new buying models and demonstrates their prowess and thought leadership.

### JUDGING CRITERIA

Weighting is as follows:

- 25%:** implementation of media execution to deliver results to the advertiser
- 25%:** the ability to identify, test and innovate new buying models across all media
- 25%:** testimonials/case studies demonstrating the investment team's prowess and thought leadership
- 25%:** demonstrate how the agency differentiates its trading from other trading teams

### ENTRY REQUIREMENTS

Submit copy no more than 1000 words addressing the above criteria. Testimonials and case studies can be uploaded separately outside of the word count.



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## X. 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 2018. 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 addressing the above criteria. Please include the campaign objectives; strategy and execution; and the results and effectiveness/ROI of the campaign. The media schedule for the campaign is also required to be uploaded as an attachment.

It is **compulsory** to include an endorsement from the client of the brand you work for, confirming details in the entry are correct. All campaign submissions will undergo a verification process which asks clients to confirm these details.



**A****T**

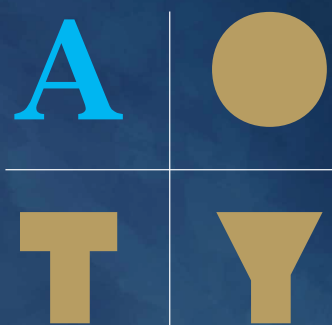
## SUPPORTING MATERIALS (ALL CATEGORIES)

### FOR AGENCY AND TEAM RELATED ENTRIES (A-H, T-W):

- 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.
- Entries in these categories are required to include a hi-res photo of agency staff.
- Important information for all entries:
- Supporting materials may be supplied in a showreel / sizzle reel, case study or Power Point presentation 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.
- Each entry must provide five examples of agency / campaign work as hi-res images.
- Files should be 300dpi, RGB Colour, PDF or TIFF.
- 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, 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.

### **TO ENTER**

Visit: [adnews.live/aoty](https://adnews.live/aoty)

Entries open: June 2021

Entries close: 4pm, Wednesday 28 July 2021

Event: Thursday 28 October 2021

### **HANDY HINTS**

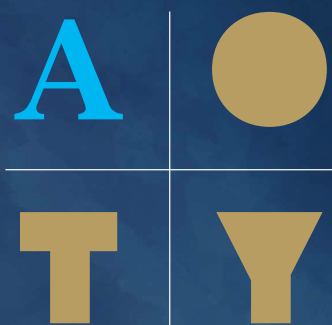
- Make it easy for the judges
- Be succinct
- Presentation – be aware of how your entry appears on screen
- Follow the criteria
- Be aware of the score weightings
- Include clear results where asked
- List any collaborating partners (campaign categories)

### **ENTRY FEES**

Entry fees will be charged at \$395 plus GST per entry except for Emerging Leader of the Year which is \$75 per entry plus GST. 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**

Two de Force: (02) 9281 8788  
[events@twodefence.com.au](mailto:events@twodefence.com.au)



#### 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 \$395 plus GST is required for each entry except for Emerging Leader of the Year which is \$75 per entry plus GST. 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, Wednesday 28 July 2021. This date is final and there will be no extensions provided. The relevant eligibility period is between 1 January 2020 and 30 June 2021 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@twodefence.com.au](mailto:events@twodefence.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 early September prior to the Awards presentation on Thursday 28 October 2021.