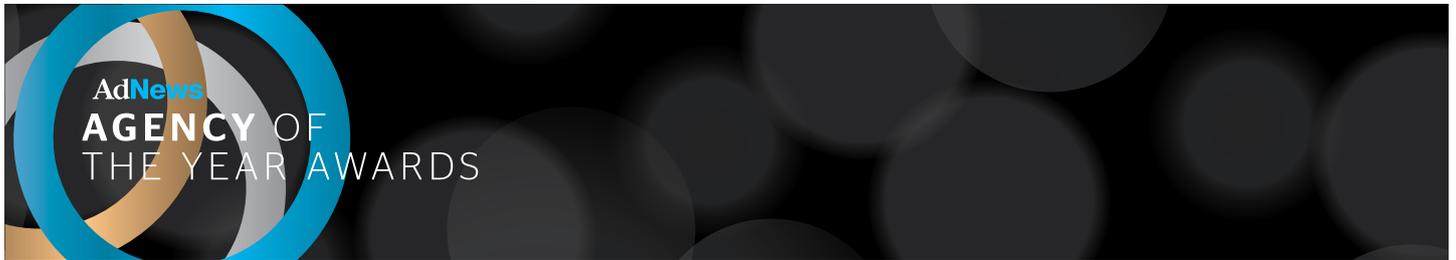




AdNews  
**AGENCY OF  
THE YEAR AWARDS**

**THURSDAY  
3 SEPTEMBER 2020  
COVID-19  
AWARDS  
CRITERIA**

**SUBMIT ENTRIES VIA ONLINE PORTAL [ADNEWS.LIVE.AOTY](https://adnews.live.aoty)**



## AOTY COVID-19 AWARDS CRITERIA

There is no doubt that 2020 has been an unprecedented year full of surprises, twists and turns. With most of us forced to work from home during this period, the COVID-19 pandemic has flipped our daily lives upside down. Here at *AdNews*, we began to work remotely in late March, and like many have found ourselves fast becoming experts (well... almost!) in the world of video conferencing. Over the past couple of months, we have also enjoyed sharing what you have been up to and how adland has adjusted to this 'new normal' in our series, *The WFH Diaries*.

With the *AdNews* Agency of the Year Awards set to go virtual on Thursday 3rd September, and in recognition of all the curveballs being thrown into the mix throughout 2020, we have launched two new special awards for you to enter at no extra cost. The awards aim to recognise both team spirit and the work produced by adland during the pandemic. Entries for both awards will be judged by the *AdNews* team and presented at AAOTYA.

### A. THE RESILIENCE AWARD

This award recognises how agencies have bounced back throughout the pandemic. Agencies are required to share positive initiatives they have undertaken to keep both the business and their teams thriving.

#### JUDGING CRITERIA

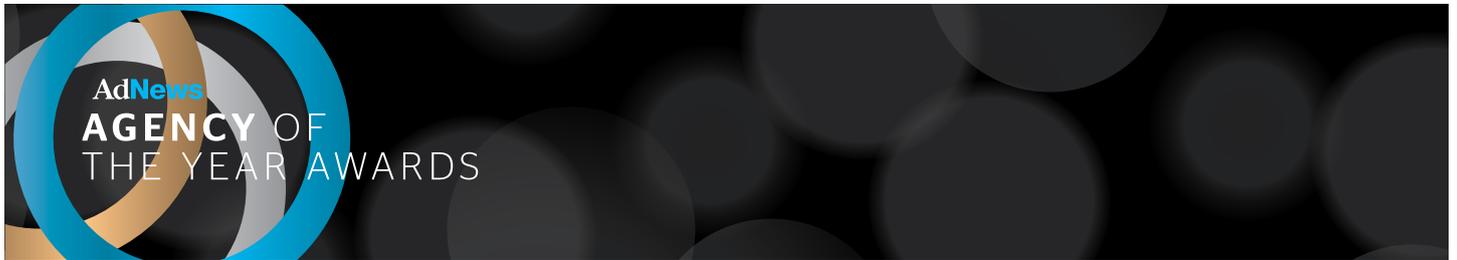
- **35% clients and the work:** campaigns executed between March 1 and June 30, 2020; creative examples of how you have innovated workflows to produce client work; initiatives to stay connected with new and existing clients
- **65% focus on people and culture:** initiatives to keep staff connected while working from home; commitment to flexibility; staff development programs and opportunities while working from home; inclusion and diversity; staff retention

#### ENTRY REQUIREMENTS

Submit copy no more than 1000 words covering all items listed under the bullet points above - supporting figures are mandatory. Please also provide any extra images, videos and other material to support your entry.

### B. CAMPAIGN PIVOT OF THE YEAR AWARD

This award recognises the work you have done to help a client navigate COVID-19 by delivering an effective campaign under extraordinary circumstances. Campaigns must have run between March 1 and June 30, 2020. 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 e.g.; selling ice to Eskimos. 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:

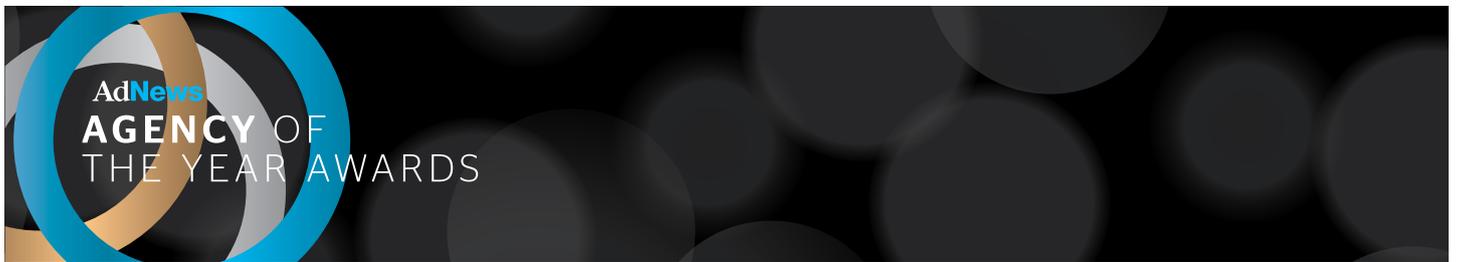
- **40%:** on strategy
- **40%:** on execution
- **20%:** on proven results and effectiveness

### ENTRY REQUIREMENTS

Submit copy no more than 800 words, outlining the following:

- The concept and strategy
- The campaign execution (both creative and media for dual entries)
- Proven results and effectiveness including a ROI figure (if the entry is still running, please provide any results you have so far)
- Endorsement from client confirming details in entry are correct
- A copy of the media plan if it is a media 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.



### **SUPPORTING MATERIALS (ALL CATEGORIES)**

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. They may be supplied in a show reel / 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. Entries in categories A-H are required to include a hi-res photo of agency staff.

Lastly, 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](http://adnews.live.aoty)**

Entries close **August 19 at 11:59PM**

### **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

The COVID-19 categories are free to enter for anyone who has previously entered a category in the 2019 *AdNews* Agency of the Awards.

### FOR QUERIES CONTACT

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

### TERMS & CONDITIONS

The Awards are open to entries from Australian-based companies only.

Note the entry deadline - Wednesday August 19, 2020. This date is final and there will be no extensions provided. 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 [nicole@twodefence.com.au](mailto:nicole@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.