ADCOLOR AWARDS

CRITERIA + CATEGORY GUIDE

CRITERIA

"RISE UP" CRITERIA

How has the nominee or campaign:

1. **Demonstrated Excellence:**
   - **Business/Entrepreneurial Acumen:** Proven record of exceptional work with measurable impact (e.g., award-winning campaigns, successful projects, innovative solutions).
   - **Professional Growth:** Rapid career progression and a strong track record of professional development (e.g., promotions, skill acquisition, industry recognition).
2. **Leadership & Influence:**
   - **Leadership Qualities:** Demonstrates strong leadership qualities, including initiative, problem-solving, and the ability to inspire and motivate others.
   - **Industry Influence:** Contributes significantly to the advancement of the creative industries through innovative thinking, groundbreaking work, or impactful collaborations.

"REACH BACK" CRITERIA

How has the nominee or campaign:

1. **Advocacy & Action:** Actively promotes and champions belonging within the creative industries. This may include:
   - **Mentorship:** Actively engages in coaching, volunteering, or other forms of giving back to the community or to those who are aspiring to enter the creative industries.
   - **Allyship:** Actively supports and advocates for colleagues and peers from diverse backgrounds.
   - **Belonging Initiatives:** Leads or participates in initiatives that foster a more inclusive and equitable workplace or industry.
   - **Community Engagement:** Engages in community outreach programs that promote belonging in the creative fields.
2. **Impact:** Demonstrates a measurable positive impact of their belonging efforts (e.g., increased representation, improved employee morale, enhanced company culture).

Disclaimer: The use of alternative language should not be seen as a way to avoid or diminish the importance of addressing issues of diversity, equity, and inclusion.

CATEGORIES

RISING STAR

The ADCOLOR Rising Star is an up-and-comer in the creative industries with less than 7 years of experience. Their brilliance, determination and resilience makes them stand out as a leader. In their short time of rising up, they are already reaching back.

Eligibility:

- Experience: Less than 7 years of full-time work experience
- Industry: Must be actively working within the creative industries (e.g., advertising, marketing, design, tech, entertainment, media).

ROCKSTAR

The ADCOLOR Rockstar is an established visionary leader. Whether through their professional work or their contributions outside of it, they have a proven track record of success and the potential to achieve much more. This individual rocks their own singular path as they encourage others to shine.

Eligibility:

- Experience: 10 or more years of full-time work experience
- Industry: Must be actively working within the creative industries (e.g., advertising, marketing, tech, design, entertainment, media).

INNOVATOR OF THE YEAR

The ADCOLOR Innovator is a catalyst for progress and imagination. They stand out among their peers as a game changer when it comes to issues of accessibility and belonging. A pioneer in their goals and their transformational strategies, they create breakthrough opportunities for people of all backgrounds and organizations.

ADCOLOR | ONE CLUB CREATIVE

The ADCOLOR | One Club Creative Award recognizes an exceptional professional in a creative field. This individual has demonstrated extraordinary creative talent, innovative thinking, and impactful achievement within their discipline. Presented in collaboration with The One Club for Creativity, this award celebrates those who are breaking barriers, challenging norms, and reshaping the industry landscape.

ADCOLOR IN TECH

The ADCOLOR in Tech Award recipient is a professional in the tech industry who champions accessibility and belonging, from digital platforms to programmers to educators to product innovators. By pushing boundaries and creating positive change, this individual has made significant contributions to building a more accessible tech landscape for everyone.

CAMPAIGN OF THE YEAR

The Campaign of the Year recognizes a body of work that challenges norms, sparks meaningful conversations, and fosters cultural understanding. This award honors the strategic creativity and depth of execution required to engage audiences, shift perceptions, and leave a lasting impact. The campaign of the year can run on any platform (linear, print, digital, experiential, social, etc.), in any format.

ADCOLOR CREATOR OF THE YEAR

The ADCOLOR Creator of the Year builds community and creates change through their creative content on social media platforms. By promoting community and accessibility on their personal platform, they use transformative innovative means of digital influence that leads to real-life change.

ADCOLOR EXECUTIVE OF THE YEAR

The ADCOLOR Executive of the Year is a senior leader at their organization (VP and above) who inspires, facilitates and implements progressive change at their own company or organization., Their innovative thinking and determination influences the ways others integrate community and belonging into business models and corporate cultures.