

ADCOLOR

AWARDS

INSTRUCTION MANUAL

INSTRUCTIONS

IMPORTANT INFORMATION

Before you begin your nomination, you will need the following materials to include in your submission:

- **A complete bio (100 word count)**
  Required format: PDF files only
- **Two letters of recommendation from a client, employer or mentor**
  Required format: PDF or JPG files only
- **Two supporting materials—get creative! Send us a video, articles, creative work, portfolios etc.**
  MOV, JPG, GIF, PDF, MP3, DOC, AVI. Files cannot exceed 200MB

Your Information → Nominee Information → Public Relations Contact → Nominee Materials

STEP 1

Tell us about you! This will come in handy, should we need to reach you regarding your application or the nominee.

Your Information:

- Full name
- E-mail
- Personal or business address
- Direct phone number
- Company/Organization
- Job title
- Department

Your Information → **Nominee Information** → Public Relations Contact → Nominee Materials

STEP 2

Select a category that best fits your nominee.

The categories open for submissions are as follows:

- The Rising Star
- The Rockstar
- The Campaign of the Year
- The Innovator of the Year
- The ADCOLOR | One Club Creative
- The ADCOLOR in Tech
- The ADCOLOR Creator of the Year
- The ADCOLOR Executive of the Year

INSTRUCTIONS

Your Information → **Nominee Information** → Public Relations Contact → Nominee Materials

STEP 3

Provide the following information about your nominee:

- Full name
- E-mail
- Personal or business address
- Direct phone number
- Company/Organization
- Job title
- Department

Identify the nominee's industry:

- Advertising
- Communications
- Design
- Entertainment
- Entrepreneur
- Marketing
- Media
- Music
- Public Relations
- Technology
- Other (i.e. "Education")

Your Information → Nominee Information → **Public Relations Contact** → Nominee Materials

STEP 4

Provide us with a PR contact—this is the person we would contact after the selected nominees are announced.

The PR contact will be the liaison between ADCOLOR and the nominee in preparation for the ADCOLOR Conference and Awards.

Provide the following information for the PR contact:

- Full name
- E-mail
- Phone number

INSTRUCTIONS

Your Information → Nominee Information → Public Relations Contact → **Nominee Materials**

STEP 5

Tell us more about your nominee!

Nominee's Personal Journey:
In 250 words or less, please tell us about who the nominee is and how their background has influenced their career journey.

ADCOLOR Nominee Summary:
In 250 words or less, describe how the nominee fulfills the Rise Up and Reach Back criteria. Each category has specific criteria and given examples. Please refer to the Nomination Category and Criteria Guide found on the Nomination Portal.

ADCOLOR Nominee Materials:
Submit the required materials for your nominee.

- **A short bio (100 words max)**
  Required format: PDF files only
- **Two letters of recommendation from a client, employer or mentor**
  Required format: PDF or JPG files only
- **Two supporting materials—get creative! Send us a video, articles, creative work, portfolios etc.**
  MOV, JPG, GIF, PDF, MP3, DOC, AVI. Files cannot exceed 200MB

Special Instructions for Campaign of the Year Submissions:

We do not require a resume, bio or letters of recommendation for the Campaign of the Year. Here's what you need to submit with your nomination:

1. Agency Information
2. Client Name
3. Campaign Name
4. Agency Representative (If selected as a nominee, this person will be expected to attend the event to accept the award)
5. Campaign Partners (if applicable)
6. Executive Summary
7. Campaign Objectives, Strategy & Execution, Campaign Elements
8. Results
9. Supporting material 1—submit an MOV version of the campaign
10. Supporting material 2—PDF of the print campaign
11. Include a URL link to the case study of ad campaign (YouTube, Vimeo, private links, etc.)