

2025 Ad Age Young Creatives Contest Terms & Conditions

Ad Age Young
Age Creatives

The Young Creatives Contest program (the “Program”) is sponsored by Ad Age (the “Sponsor”), a business unit of Crain Communications Inc, 685 Third Ave., 10th Floor, New York, NY 10017 (“Ad Age”).

Eligibility

The program is open to students, full-time agency creatives and freelance creatives who are age 30 or under on June 18, 2025. You must be 30 or younger on June 18 to qualify.

How to enter

Instructions on how to enter the contest are posted on [AdAge.com/YoungCreatives](https://www.adage.com/youngcreatives). Entries must comply with the instructions for the applicable Program. Entry into the competition is free. You can submit as many entries as you would like. All eligible contestants will be automatically entered in the contest upon uploading: (1) an original image or video; (2) all of the required information on the entry form. As a reminder, anything in an entry will be considered potentially public information. There’s no space for explicitly confidential information, and we ask entrants to anticipate that anything in their entry could become public—mostly because we don’t want to wind up trying to honor a winner without being able to tell anyone why we want to honor them. Entries will not be acknowledged or returned. Entries will be accepted until Monday, April 21, 2025 at 5 p.m. ET. Winners will be notified in May 2025.

Certification/acknowledgment/consent

EACH ENTRANT CERTIFIES THAT THE MATERIALS SUBMITTED IN CONNECTION WITH THIS COVER CONTEST (INCLUDING VIDEO, ARTWORK, IMAGERY AND IDEAS) ARE THE ORIGINAL WORKS OF THE ENTRANT. EACH ENTRANT FURTHER CERTIFIES THAT THESE ORIGINAL WORKS, IN WHOLE, HAVE NOT BEEN PREVIOUSLY PUBLISHED ON ANY PUBLICATION IN ANY FORMAT WHATSOEVER. EACH ENTRANT ACKNOWLEDGES AND IRREVOCABLY CONSENTS THAT ANY AND ALL MATERIALS SUCH ENTRANT SUBMITS IN CONNECTION WITH THIS CONTEST (INCLUDING VIDEO, ARTWORK, IMAGERY AND IDEAS) BECOME THE SOLE PROPERTY OF CRAIN COMMUNICATIONS INC AND MAY BE REPRODUCED, DISPLAYED, PUBLISHED (INCLUDING IN PRINT AND DIGITAL FORMATS), ARCHIVED (IN PRINT AND DIGITAL DATABASES) AND OTHERWISE FREELY USED WITHOUT LIMITATION OR RESTRICTION BY CRAIN COMMUNICATIONS INC AND ITS PARTNERS AND AFFILIATES. EACH ENTRANT ACKNOWLEDGES AND IRREVOCABLY CONSENTS TO THE USE OF HIS/ HER NAME, IMAGE AND OTHER PERSONAL INFORMATION IN PUBLICATIONS, INTERNAL AND EXTERNAL WEBSITES, ADVERTISING AND IN MEDIA COVERAGE OF THE CONTEST, UNLESS PROHIBITED BY LAW.

Winning

The contest should produce one winner. Ad Age and Zappi will announce a number of finalists, but only one winner will be selected. The winner will have the opportunity to travel to Cannes for the Cannes Lions International Festival of Creativity and be honored at our Ad Age Cannes Lawn Party in June 2025, attending alongside some of the biggest creative powerhouses in the industry.

This Program is based on the quality and other factors determined by the judges of the materials submitted and winning depends on the views of the judges. Winning is not based on the number of eligible responses received and Ad Age cannot predict the number of entrants who will participate in the Program.

General conditions

All entrants agree to release Ad Age, sponsors and its partners and affiliates from any and all claims and liability with respect to and in any way arising from participating in the Program, accepting of any award, prize(s), or technical, hardware, software or other failures of any kind, cost or unavailable network connections, incomplete, garbled or delayed transmissions, injury or damage to an entrant’s or third person’s computer, whether caused by Ad Age, sponsors, entrants, users or by any of the equipment or programming associated with or by any technical or human error which may occur in the processing of submissions which may damage an entrant’s system or limit an entrant’s ability to participate in the Program. Ad Age reserves the right to modify or cancel all or any part of the Program for any reason at its sole discretion with a refund of the applicable entry fee paid as the sole remedy for any entrant.

Subject to applicable laws, entrants irrevocably grant to Ad Age, Program sponsors and their successors, assigns and sub-licensees the right and permission to use their name, voice, likeness and/or biographical material for advertising, promotional and/or publicity purposes in connection with the Program, in all forms of media and by any and all means and media (now and hereafter known), and on and in connection with related products, services, advertising and promotional materials (now known or hereafter developed), worldwide, in perpetuity, without any obligation, notice or consideration except for the awarding of the prize(s) to the Grand Prize Winner. All entrants agree to comply fully with each provision in the Program rules. Any person attempting to defraud or in any way tamper with the Program and any person who does not comply with the Program rules, will be ineligible for any award or prize. Program void where prohibited or restricted by law.

Continued on page 2

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Continued from page 1

The potential winners will be required to complete and return to Sponsor an Affidavit of Eligibility and Waiver of Liability/ Publicity Release within seven days of Sponsor's provision of these documents. Failure to return the Affidavit or Waiver within the prescribed time period will result in disqualification and an alternate winner will be selected. Return of prize notification and/or the Affidavit/Release as undeliverable will result in disqualification and an alternate winner will be selected. If a potential winner cannot accept the prize on the itinerary indicated, the prize is forfeited, and an alternate winner will be selected. Sponsor has no obligation for compensation or reimbursement of any kind if a winner is unable to accept any or all of a prize for any reason.

The winner understands and acknowledges that any event he or she may be a part of is an important business event for Ad Age and agrees to conduct him/herself with the appropriate decorum. If, in the sole discretion of the Sponsor, the winner's behavior is not meeting the standards appropriate for a business function, Sponsor may revoke the winner's participation. All entrants agree to comply fully with each provision in these Official Rules. Any person attempting to defraud or in any way tamper with this contest and any person who does not comply with these Official Rules, will be ineligible for any prize(s) and may be prosecuted to the full extent of the law. Taxes are the sole responsibility of winner. Contest void where prohibited or restricted by law.