



Ad Age A-List & Creativity Awards

**Entry kit
2025**

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A-List Awards category descriptions

2025 A-List Awards categories include:

- Agency of the Year & A-List
- Production Company of the Year & A-List
- Agency Network of the Year
- B2B Agency of the Year ^{NEW}
- Business Transformation Agency of the Year
- Creative Agency of the Year
- Experiential Agency of the Year
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- Independent Agency Network of the Year ^{NEW}
- International Agency of the Year
- In-House Agency of the Year
- Data & Insights Agency of the Year
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- Purpose-Led Agency of the Year
- Social Media/Influencer Agency of the Year
- Sports/Entertainment Agency of the Year ^{NEW}
- Agency Executive of the Year
- Best Agency Culture

Agency of the Year and A-List

The Agency of the Year & A-List category is open to U.S.-based advertising agencies or agency networks of any size. The A-List itself is open to agencies representing any advertising discipline. The A-List will feature an Agency of the Year along with nine additional companies on the A-List, Standouts (the number decided at our editors' discretion based on the year's entry pool), and, should the judges see fit, additional Agency to Watch honors. Those entering Media Agency of the Year and Multicultural Agency of the Year will automatically be considered for Agency of the Year and the A-List (unless entrants indicate otherwise using the checkbox). For the purpose of these categories, please do not enter offices in separate cities as distinct entries. Individual offices may still compete for creativity-focused honors in the separate Creative Agency of the Year category.

Media Agency of the Year

This category is open to advertising agencies or agency networks of any size. The Media Agency of the Year winner can be either a single indie media agency (or the media arm of an independent creative agency) or a network of media agencies within a holding company that work together as a group. Please do not enter offices of a media network in separate cities as distinct entries. Entrants will be judged on new business wins, revenue gains, clever use of data and AI, along with three examples of unusual and exciting media strategies and campaigns. Successful candidates in this category will demonstrate both a media-forward mindset and solid brand-building results beyond impressions. International agencies are welcome to enter. Those entering Media Agency of the Year will automatically be considered for Agency of the Year and the A-List (unless entrants indicate otherwise using the checkbox).

Multicultural Agency of the Year

This category honors agencies that specialize in reaching and engaging distinct communities, particularly those that have historically been underrepresented or underserved. Contenders should show a sustained commitment to portraying diverse communities in a positive light and elevating them in society. Agencies should also show how they embrace and reflect culture and how that is woven into the DNA of the organization. Those entering Multicultural Agency of the Year will automatically be considered for Agency of the Year and the A-List (unless entrants indicate otherwise using the checkbox). For the purpose of this category, please do not enter offices in separate cities as distinct entries. Individual offices may still compete for creativity-focused honors in the separate Creative Agency of the Year category.

Production Company of the Year & A-list

Production Company of the Year/Production Company A-List will celebrate the industry's finest in production storytellers based on the quality, breadth, innovation and impact of their work. The category is open to all production companies (traditional/digital/experiential). Each company should submit a single entry comprising the best work from across all its offices. This award will be judged by Ad Age's editorial team. The other production categories in Creativity will be judged by a jury convened by Ad Age. The Production Company A-List will feature a Production Company of the Year along with nine additional companies on the A-List, Standouts (the number decided at our editors' discretion based on the year's entry pool), and, should the judges see fit, additional Production Company to Watch honors.

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A-List Awards category descriptions

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Agency Network of the Year

Network of the Year honors a group of agencies under a single network that has done outstanding work throughout the entry period. Whereas Agency of the Year awards a single agency, Network of the Year will honor multiple agencies under one umbrella—in the U.S. or globally—that have shown excellent creative, new business growth and strong financial performance. Creative and media agency networks are eligible in this category.

B2B Agency of the Year ^{NEW}

Successful candidates in this category will need to show three examples of stellar B2B campaigns—preferably for distinct clients—that are both creative and effective, including case studies and statistics to bear that out. Entrants can be either dedicated B2B shops or general-market shops that have done outstanding work for B2B clients.

Business Transformation Agency of the Year

Business Transformation Agency of the Year honors shops that have created new strategies and smart new ideas for clients that have enabled them to connect closer with their consumers. Winners will have used means including rethinking product offerings using data or insights, reconfiguring how clients reach customers with new delivery methods or apps, recasting a company's brand mission, or in general finding new ways for clients to make their consumers' experience more seamless, create new connections to incite loyalty, or increase and build their customer base.

Creative Agency of the Year

Creative Agency of the Year will honor the single agency office whose achievements have pushed the industry forward and paved the way for communications strategies in the future with its groundbreaking creative ideas. Contenders here surprise us with how they use current platforms and emerging ones. They make TV or print feel “new” again or make complicated tech feel seamless, marketing-friendly and approachable. They show us new ways of leveraging creativity

to benefit a marketer's goals. They have brought creativity to bear where we haven't seen it before—whether in products, ways of working, building new businesses, or more. One winner will be honored, and we may elect to select one or two runners-up. Generally, this category will honor a single office within a network or an independent agency's office within a particular city. The jury may make exceptions for companies whose creative practices are integrated across multiple offices, evident in multiple campaigns or multiple executions created together by the different offices.

Data & Insights Agency of the Year

This category will honor the agency that has demonstrated the year's most advanced, effective and innovative applications of data and analytics to a marketer's goals. Ideal candidates will have demonstrated how data can fuel or even make possible groundbreaking creative ideas across a number of brands. They will show how data isn't just a numbers game, but a powerful tool when it comes to telling a marketer's stories. This category is open to any agency, not just ones where data and analytics comprise the core of their business. A successful entry will provide detailed examples of truly innovative work, with information about client objectives, the amount and sources of data involved, how that data was powerfully analyzed or used, the results and why all that represented a leap beyond the norm.

Design & Branding Agency of the Year

This category will honor the design firm, agency or in-house creative practice that has demonstrated the year's most innovative and effective work and ideas in the area of design. This applies to design moves across a broad spectrum—whether it be branding and identity, packaging, experience, physical design, product—any place that design touches and can have an impact on a company's business.

Experiential Agency of the Year

Entrants for this category will specialize in giving consumers a “hands-on” experience with a brand, whether it be through in-person or virtual events or installations, pop-up

stores or innovative partnerships and sponsorships. Winners in this category will be successful in bringing a brand to life for consumers or customers, whether through interaction or innovation to make the brand more accessible, identifiable or stand out among competitors.

Independent Agency of the Year

This category honors agencies that are not wholly owned by holding companies—and is open to indies of any size. The successful candidate will demonstrate top-notch business results, excellent creative and display an independent spirit that sets them apart from publicly held agencies. In this category, culture, talent, benefits and work-life balance for employees will count. Judges will also look for brave moves, new business track records, client satisfaction and retention and, of course, smart strategies and clever work that built client business.

Independent Agency Network of the Year ^{NEW}

This new category honors agency networks that are not owned by the major holding companies. Eligible candidates are independent agency groups (e.g., Dawn Network, Nostos, The Grid) whose members are either fully or partly owned by, or simply affiliated together in, a partnership network. Entrants will need to prove successful partnerships, client wins or revenue growth within the group that have allowed its members to collaborate and succeed.

In-House Agency of the Year

In-House Agency of the Year is open to any agency entity that is owned and operated by its only client. While an in-house agency can partner with external agencies, for the purposes of these awards, an in-house agency is not simply the marketing team within a company. It should be an entity that includes talent positions in line with those at traditional shops—i.e., creative directors, chief creative officers, copywriters, art directors, media buyers, etc. These talents also should have played an integral role in the work included in the submission.

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A-List Awards category descriptions

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International Agency of the Year

International Agency of the Year is open to independent shops based outside the U.S. as well as an agency network's operations in a specific country outside the U.S. Each international entry should cover one country only, however many offices you have there. If you're entering from Australia, for example, you don't need and should not provide separate entries from Sydney or Melbourne. But agencies with offices in the U.S. and Canada, for example, should enter individual entries for those respective countries—in the Agency of the Year category for the former and International Agency of the Year for the latter.

Newcomer of the Year

Newcomer of the Year honors agencies that were formed in the past 18 months. Agencies may enter if formed between the dates of April, 1, 2023 to Oct. 1, 2024. This category awards shops that have made a mark early in their development with significant new client wins, breakthrough campaigns and/or efforts that got newbies notice within their first few months of existence. Winners may be independents or new shops formed within a larger holding company within the specified dates.

Performance Marketing Agency of the Year

This category honors agencies that have proven success in delivering ROI/ROAS to brands for media investments, including search ads, programmatic buys, CTV campaigns and efforts in other paid marketing channels. Demonstrable results are important here as well as long-term impact and evidence that sales, profit or other indicator lifts were incremental to a brand's ordinary course of business.

Purpose-Led Agency of the Year

Purpose-Led Agency of the Year honors shops that have assisted marketers in leading their brands into social awareness issues such as sustainability, social justice, community development and more. This award will also honor agencies that foster and build similar purpose-led initiatives

either within their own ranks or via pro bono efforts on behalf of outside entities. Examples and results from this work will be used to judge this category.

Social Media/Influencer Agency of the Year

Winning agencies will have an established track record in helping identify and connect brands with influencers and social media stars and creating attention-getting campaigns based on social trends for marketers. Winners will show specific and measurable examples of client campaigns that generated attention and sales using social media outlets and social media stars. Shops may be independent or part of a network.

Sports/Entertainment Agency of the Year^{NEW}

This category is open to agencies that specialize in sports and entertainment marketing, from major league sponsorships and activations to concerts, major events/festivals, celebrity brand collabs and more. Successful candidates will have ideated and executed big ideas in the worlds of sports and entertainment, forged creative partnerships and stood out in a crowded market with innovative deals, platforms and programs that built the business of the brands they represent. Please note: Social media/influencer agencies should not enter this category, but rather the Social Media/Influencer Agency of the Year category.

Agency Executive of the Year

Agency Executive of the Year is open to CEOs and other top-level executives from any level of any agency or agency holding company, regardless of location. Each entry must pertain to only one executive. This category honors an executive who has demonstrated exemplary leadership qualities in specific and observable ways during 2024. Did the executive make a particular and perhaps difficult or surprising decision to meet a particular challenge or new goal, effect change or ideally contribute to the industry more broadly? Top-level creative and strategy execs are not eligible and should be entered into the Creativity Awards categories pertaining to those roles.

Best Agency Culture

Culture, for the context of these awards, does not mean pingpong tables or happy hours. This category will honor the shop that makes employees proud to show up at work each day, confident in the company's identity and purpose. Judges will look for excellent employee benefits; strong and effective DEI initiatives; and programs that generally enable employees to learn, flourish and broaden their horizons through incentives, sabbaticals, remote work and more. Also playing into culture: an agency's purpose-based initiatives such as B Corp status, sustainability programs and the like that make the agency a good citizen.

All program info and the online portal for entry can be found at AdAge.com/ACAwards2025.

Creativity Awards category descriptions

To be eligible for the Ad Age Creativity Awards, work must have debuted and run between Dec. 1, 2023, and Dec. 31, 2024. The work being evaluated by the judges must fall within this eligibility period. Elements of the work may have been introduced earlier and may have continued after the eligibility period, but the work being entered must have run in the qualifying time from Dec. 1, 2023 and Dec. 31, 2024. Results prior to the eligibility time period that help provide context for judges to assess the significance of results achieved within the eligibility time period are fine to submit. Results that fall after the end of the eligibility period that are directly tied to the work that ran in the eligibility timing are also fine to submit. No work after the cut-off to the eligibility period can be submitted.

The 2025 Creativity Awards categories include:

Work

- Campaign of the Year
- Best B2B Campaign
- Best Use of AI
- Best Use of Music **NEW**
- Best Work for Good: Brand
- Best Work for Good: Pro Bono/Nonprofit
- Branded Entertainment/Content Campaign of the Year
- Craft of the Year
- Creative Data Campaign of the Year
- Experiential Campaign of the Year
- Film/TV/Video of the Year
- Print/Design/Out-of-Home Work of the Year
- Social Campaign of the Year
- Tech Innovation of the Year
- Tiny But Mighty

People

- Account Manager of the Year
- Chief Creative Officer of the Year
- Chief Strategy Officer of the Year
- Creative Director of the Year
- Creative of the Year (Agency)
- Creative of the Year (In-House)
- Creative Technologist of the Year
- Diversity & Inclusion Champion of the Year
- Media Planner of the Year
- Social Lead/Community Manager of the Year
- Strategic Planner of the Year

Creative Marketing

- Brand of the Year
- Brand CMO of the Year
- Best Brand/Product Launch
- Best Brand Social Media Presence
- Best Partnership/Collaboration
- Best Rebrand
- Best ROI: Work that Works
- Future Brand Leader **NEW**

Production

- Production Company of the Year & A-List
(See A-List Awards, page 3)
- Agency Producer of the Year
- Director of the Year
- Director to Watch
- Editor to Watch **NEW**
- Editorial Company of the Year
- Executive Producer of the Year
- Head of Production of the Year (Agency)
- Head of Production of the Year (Production Company) **NEW**
- Music & Sound Company of the Year
- VFX Company of the Year

Creativity Awards category descriptions

Work categories

To be eligible for the Ad Age Creativity Awards, work must have debuted and run between Dec. 1, 2023, and Dec. 31, 2024.

Campaign of the Year

This honor represents the best of the best. It celebrates the year's most innovative advertising/marketing effort that was also impactful and effective. Note that this award is open to all ideas and formats, not just traditional advertising campaigns. For example, an outstanding print or outdoor campaign that redefines the category, a product that creates a new revenue stream or a complex integrated push with many elements could all be contenders.

Best B2B Campaign

B2B doesn't have to mean boring. In this category, we shine a light on the most innovative and creative advertising and marketing ideas tailored to speaking to other businesses, whether it be in concept, craft, strategy or ideally, all of the above. The work honored here should be on par with the best consumer-facing pushes.

Best Use of AI

Artificial intelligence is rapidly transforming the creative industries—this category recognizes the most creative, innovative and compelling use of AI in advertising and marketing. The category includes, but may not be limited to, the use of generative AI in campaign materials and the use of back-end AI tools to inform elements such as campaign strategy.

Best Use of Music ^{NEW}

This category honors the most compelling use of music in an advertising or marketing project. Entries can range from musical scores created for commercials and other audiovisual projects, to music innovations driving tech-driven campaigns, to sonic branding projects. Entries should go into detail about the strategy and execution of the musical aspects of the work.

Best Work for Good:

Pro Bono/Nonprofit and Brand

The Best Work for Good: Pro Bono/Nonprofit and Brand categories recognize campaigns and ideas created with social good in mind.

They celebrate marketing ideas/advertising initiatives that have a positive impact on society—while also showing that being good is good for business. Please submit pro bono work for nonprofit organizations into the Pro Bono category and client-funded or work tied to a brand client in the Brand category.

Branded Entertainment/Content Campaign of the Year

This category recognizes creative uses of storytelling through entertainment and/or content platforms beyond traditional advertising—such as long-form films, branded content, podcasts and native advertising on publishing sites. Work that wins in this category represents the sort of storytelling you would not expect to find within a typical ad buy.

Craft of the Year

Work honored will demonstrate the most exceptionally and artfully crafted advertising/marketing communication, tied to a powerful brand message. Submissions should clearly detail the making of the work, either in the description or case study. The jury will have the discretion to honor up to three ideas, one in each of the following areas: film; print/design/out of home; digital/tech.

Creative Data Campaign of the Year

Contenders in this category show that data isn't a creativity killer; it can be the driver of creative gold. This category honors bright ideas that marry data and creative thinking, resulting in powerful, innovative marketing ideas—products that propel a brand's business and more.

Experiential Campaign of the Year

This category celebrates innovative ways of interacting with consumers in the real world. Finalists and winners in this category have included branded experiences, unique direct mail ideas, product innovations and more—in short, ideas that allowed consumers to “live” the brand, not just read about it or see it.

Film/TV/Video of the Year

“Traditional” commercials and spots endure as a powerful marketing tool; contenders in this category are broadcast or digital TV/video ads or campaigns that communicate a brand's message with a fresh point of view, sharp strategy, impact and impeccable craft. Films longer than 60 seconds can be entered, but entrants should use their discretion as to whether the work better fits into the branded content/entertainment category.

Print/Design/Out-of-Home Work of the Year

This category celebrates the freshest and most impactful ideas in print, design and out-of-home advertising. The combination of idea and craft is crucial, as is how the ad/campaign uses the media buy/placement to create the most impact.

Social Campaign of the Year

This category celebrates brands' innovative use of social media. Winning campaigns will demonstrate innovative strategic thinking, strong brand voice and thoughtful attention to and engagement with consumers on their respective platforms.

Tech Innovation of the Year

Tech Innovation of the Year honors breakthrough campaigns and projects that leverage technology in fresh ways. The winner will not have just used tech for tech's sake; rather, the tech is crucial to delivering a marketing message in a meaningful, engaging way.

Tiny But Mighty

This category celebrates the best of tiny but mighty attention grabbers. The idea of “tiny” may apply to “small” formats, such as tweets, pre-roll ads, social posts and GIFs. It may also apply to a miniscule budget or media buy. Ultimately, honorees in this category are a testament to how creative ingenuity can lead to big impact for a brand, despite constraints of medium, budget and more. That story should be clearly laid out in the submission.

Creativity Awards category descriptions

People categories

To be eligible for the Ad Age Creativity Awards, work must have debuted and run between Dec. 1, 2023, and Dec. 31, 2024.

Account Manager of the Year

This category will honor an account-side team member who demonstrated exceptional prowess in protecting, selling and helping to shape standout creative ideas that ultimately had a huge impact for a client's business. Submissions should include background information; case studies; and testimonials (from agency and client teams) that prove that without this person's leadership, a great campaign (or more) would not have seen the light of day. Successful entries will help judges understand exactly how the nominated executives made a difference, beyond merely working on accounts that produce great work. It's open to any account staffer within an agency.

Chief Creative Officer of the Year

Chief Creative Officer of the Year honors an exceptional top-level creative leader within an agency or brand. Promising candidates will have demonstrated outstanding leadership in building and nurturing creativity not just across the creative department but in the entire agency or brand. Entries should clearly illustrate the CCO's impact across people, work and culture. Testimonials and any other materials illustrating such accomplishments are encouraged. The category is open to CCOs of all levels, and juries will evaluate candidates in line with their respective remits. Note: This category includes CCOs working in-house at brands, which was previously its own category.

Chief Strategy Officer of the Year

This award honors an agency's top-level strategy exec who most successfully amplified an agency's/clients' business through innovative and effective strategic initiatives. The honoree will also have demonstrated top-notch leadership and team-building skills that empower the agency's entire team—not just those in the strategy department. Their work and ideas show the industry how smart, innovative insights and consumer-centric strategies can be key to propelling businesses forward.

Creative Director of the Year

Creative Director of the Year recognizes standout creative leadership that has helped to nurture both a standout team and standout work. Entries should illustrate this through portfolios, descriptions of achievements outside of the work, testimonials from the team, etc. NOTE: This category is for executives between the creative director level and the executive creative director level at an agency or brand. Associate creative directors should not be entered in the Creative Director of the Year category. Chief creative officers should enter the Chief Creative Officer of the Year category. Teams may enter, but each member should have had a hand in each campaign submitted as part of the entry.

Creative of the Year (Agency)

Creative of the Year honors copywriters, art directors, digital creatives and other creative individuals who have conceived groundbreaking ideas that moved the needle creatively and for business. Candidates will be evaluated through their work/accomplishments as well as testimonials. NOTE: This category welcomes entrants up to the associate creative director level. It excludes executives between the creative director and chief creative officer levels—for those entrants, please see the Creative Director of the Year and Chief Creative Officer of the Year categories. Teams may enter, but each member should have had a hand in each campaign submitted as part of the entry.

Creative of the Year (In-House)

The criteria for this category are identical to the Creative of the Year (Agency), except the creatives must work in-house at a brand. Entries will be accepted for juniors up through associate creative directors. Entrants above that level should use the Creative Director of the Year and Chief Creative Officer of the Year categories. Creative teams may enter, but each member should have had a hand in each campaign submitted as part of the entry.

Creative Technologist of the Year

Creative Technologist of the Year honors creatives whose prowess in digital tools and technologies has amplified or led to breakthrough work and ideas for an agency's clients. Candidates will be evaluated through their work/accomplishments and testimonials.

Diversity & Inclusion Champion of the Year

This category honors any individual, from brand or agency execs to creatives, who has demonstrated exceptional creativity and impact in making the marketing and ad industries more diverse and inclusive. The honor will go to the entrant who has made true, meaningful improvement to diversity and inclusion in this business. Creativity matters, but results are equally important. Contributions may have been a "small" idea or a major mandate to business partners, but ultimately, the work of the winner will have led to significant, real impact when furthering diversity in their business or the broader world.

Media Planner of the Year

Media Planner of the Year is open to media planners at advertising, media and PR agencies. Promising candidates will have demonstrated a flair for bringing innovation to media planning. They've leveraged the vast media offerings in unexpected ways to successfully communicate a brand's message and deliver an engaging brand experience—in ways perhaps we've never seen before. Entries should be backed up with case studies, reels, testimonials, etc., that illustrate how the entrant's work made a direct impact on a specific campaign, brand or product launch. Specificity is key; the entries should show the jury exactly how the entrants had a significant impact on the work and business.

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Creativity Awards category descriptions

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Social Lead/Community Manager of the Year

This category honors a creative, strategist or exec on the agency or brand side who has demonstrated innovative, groundbreaking thinking in the social media space in the past year. Ideally, their work will have shown the industry new ways of helping agencies and brands deliver powerful marketing messages through long-standing or emerging social platforms. The best entries will highlight both creativity and effectiveness.

Strategic Planner of the Year

Strategic Planner of the Year is open to strategy executives at advertising, media and PR agencies. Promising candidates will have demonstrated talent for homing in on powerful insights and helping to turn them into groundbreaking brand ideas. Entries should include portfolios, reels, case studies, testimonials, etc., that illustrate how the planner's strategy and guidance made a direct impact on a specific campaign, brand or product launch. Specificity is key; the entries should show the jury precisely what impact entrants made on particular pieces of work or business.

Creative Marketing categories

To be eligible for the Ad Age Creativity Awards, work must have debuted and run between Dec. 1, 2023, and Dec. 31, 2024.

Brand of the Year

This category honors a brand that has demonstrated consistent creative excellence in advertising and marketing over the course of the year. Entrants will show superlative work across platforms. Emphasis will be placed on the body of work rather than single campaigns or executions.

Brand CMO of the Year

Brand CMO of the Year is open to chief marketing officers and other top-of-the-marketing-function leaders at brands. Agency executives, including agency chief marketing officers, are not eligible but can consider entering the Agency Executive of the Year category of the Agency A-List. A successful Brand CMO of the Year entry will show not just competent leadership and good management but achievements of note in building, resuscitating or repositioning a brand. Promising candidates will have demonstrated ingenuity, innovation and creativity in their role, evident not just in the work they signed off on but in ideas that they themselves contributed.

Best Brand/Product Launch

This category celebrates a consumer product or brand that debuted between Dec. 1, 2023 and Dec. 31, 2024. Honorees will have demonstrated great promise in the market based on their unique offering, innovative marketing and successful business results so far. The entries should explain thoroughly what the product or brand is about, its origins and any relevant details showing how it's poised for success. These can include any successful and innovative ad campaigns or marketing strategies behind the brand/product, along with relevant stats on their success.

Best Brand Social Media Presence

The world of social media can be a finicky place, and only a few brands know how to tread this space with authenticity and flair. This category honors the brands that do social best. The winning entries will highlight work illustrating the entrant's fluency

and skill in social media, as well as the business results to back it up.

Best Partnership/Collaboration

This category honors standout projects developed by two or more brands or organizations working together. Projects can include co-branded products, marketing campaigns and other collaborative efforts. They should show innovative and creative thinking that elevates both participants. Both brands and organizations must have been active participants in the project's creation.

Best Rebrand

The best, most enduring brands know how to preserve the DNA that propelled them to success while modernizing it for new generations. This category will honor the companies that in the past year made their brands feel fresh again while honoring their long-standing legacies. Submissions should include assets around the rebrand or new identity and should explain the thinking behind the new direction.

Best ROI: Work that Works

This category honors innovative creative work or campaigns that demonstrated remarkable business results for a client. Entries should include the work itself as well as background information and publishable metrics detailing how the campaign's innovative work and approach propelled a client's sales or other significant business success.

Future Brand Leader ^{NEW}

This category honors emerging marketing executives or creative executives on the client side who have demonstrated standout performance in marketing/advertising. Brand managers are eligible, as are more junior executives who are having an outsized impact on their organizations. Entries should show this through the work the marketer delivered in 2024, as well as through other moves or accomplishments that reflect out-of-the-box thinking.

Creativity Awards category descriptions

Production categories

To be eligible for the Ad Age Creativity Awards, work must have debuted and run between Dec. 1, 2023, and Dec. 31, 2024.

Production Company of the Year & A-List

This category is part of the A-List. Please see category description [here](#).

Agency Producer of the Year

This category will celebrate producers on the agency side who were instrumental in realizing the year's best and most challenging marketing messages and ideas. The honor is open to producers of all levels, excluding heads of production, who are honored in the Agency Head of Production of the Year category. A promising submission will illustrate the producer's contributions to notable campaigns and what they had to pull off to ensure their success. In the case of more senior executives, the entry should also illustrate the impact of the candidate's leadership on the agency's creative output this year. Specific background information on what the nominee brought to the table will help the jury's evaluation.

Director of the Year

This category celebrates the year's most masterful, innovative and groundbreaking directing talent. The winner's work demonstrates excellence of craft, uniqueness of vision and impact on advertising and marketing as well as the broader cultural world. The award is open to traditional film, digital, new media and experiential directors. Submissions should include examples of work from 2024—the versions that aired, not director's cuts—and descriptions of the director's vision and contributions to the work's success.

Director to Watch

The Director to Watch category celebrates the industry's most promising budding talent in the director's chair. The category is open to directors who have been working professionally in advertising for five years or fewer. As with the Director of the Year category, the winner's work should demonstrate excellence of craft and uniqueness of vision as well as potential for impact on advertising and marketing as well as the broader cultural world. The award is open

to traditional film, digital, new media and experiential directors. Submissions should include examples of work from 2024—the versions that aired, not director's cuts—and descriptions of the candidate's vision and contributions to the work's success.

Editor of the Year

Great work often comes together in the editing room—this category recognizes the year's most accomplished editing talent, whose choices in the editing suite routinely elevate the work to the next level. Submissions should include examples of work from 2024 and descriptions of the editor's approach to the craft and why editing was critical to the shape of their finished pieces.

Editor to Watch ^{NEW}

The Editor to Watch category honors superlative up-and-coming editing talent who have been working professionally in advertising for five years or fewer. As with Editor of the Year, this winner's choices in the editing suite routinely raise pieces to the next level. Submissions should include work from 2024 and descriptions of the editor's approach to craft and how editing was essential to the finished product.

Editorial Company of the Year

This category honors the year's top editorial company, based on the quality, innovation, impact and breadth of its work from 2024. The honor is open to all editorial shops as well as postproduction shops that include editing in their offerings. Companies should submit a single entry comprising the best work from all its offices. Submissions should include the official cuts of spots and work. Along with the work, entries should also include specifics on the entrant's contributions to each piece.

Executive Producer of the Year

This category recognizes executive producers who have led their production companies to great heights in the industry by demanding and championing great work from

directors both established and upcoming. Entries will include examples of creative but also include descriptions of the EP's vision and actions they took over the course of the year to build and activate a breakthrough roster of directing talent. Note: This is for production companies only. Agency producers should enter in the Agency Producer of the Year category.

Head of Production of the Year (Agency)

This category celebrates an agency head of production whose leadership and creativity have steered their agency's most compelling, challenging marketing messages and ideas. A promising submission will illustrate how the exec has both inspired and grown their team and how their contributions impacted their agency's overall creative output this past year. Specific background information on what the nominee brought to the table will be key to helping the jury's evaluation.

Head of Production of the Year (Production Company) ^{NEW}

This category honors a standout head of production on the production company side. Entrants in this category are superstars internally, helping the company's producers and artists realize their creative goals through vision, tenacity and creativity across all aspects of production. Entries will explain in detail how the executive is critical to the company's operations.

Music & Sound Company of the Year

Music and Sound Company of the Year honors the company with the most innovative and impactful contributions to advertising in 2024 in music and sound design. It is open to all music and sound companies as well as postproduction firms that include music/sound in their offerings. Companies should submit a single entry comprising the best work from all its offices. Submissions should include the official cuts of spots and work. Along with the work, entries should also include specifics on the entrant's contributions to each piece.

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Creativity Awards category descriptions

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VFX Company of the Year

VFX Company of the Year celebrates the year's most accomplished visual effects company, based on the quality, craftsmanship and innovation of the work, breadth of artistry and impact on the industry and broader filmmaking world. The honor is open to all VFX shops as well as postproduction shops that include VFX in their offerings. Companies should submit a single entry comprising the best work from all its offices. Submissions should include the official cuts of spots and work. Along with the work, entries should also include specifics on the entrant's contributions to each piece.

General FAQs

What are the A-List & Creativity Awards?

The coveted Ad Age A-List & Creativity Awards honor the forward-thinking leaders, top agencies and creative innovators in the industry today.

The long-running A-List recognizes agencies of all disciplines and is handpicked by the editorial staff at Ad Age, who comb through hundreds of submissions.

The Creativity Awards celebrates the work, people and companies behind creative, business-driving campaigns. Finalists and winners are chosen by esteemed juries led by Ad Age.

What's new in the A-List & Creativity Awards this year?

We have expanded the awards for 2025 by updating existing categories and adding several new categories.

Among the new A-List categories are:

- B2B Agency of the Year
- Independent Agency Network of the Year
- Sports/Entertainment Agency of the Year

New Creativity Awards categories include:

- Best Use of Music
- Editor to Watch
- Future Brand Leader
- Production Company Head of Production

Are the A-List Awards U.S. only?

The following A-List categories are open to U.S. agencies only:

- Agency of the Year (and A-List)
- B2B Agency of the Year
- Business Transformation Agency of the Year
- Best Agency Culture
- Data & Insights Agency of the Year
- Design & Branding Agency of the Year
- Experiential Agency of the Year
- In-House Agency of the Year
- Media Agency of the Year
- Multicultural Agency of the Year
- Newcomer Agency of the Year
- Performance Marketing Agency of the Year
- Purpose-Led Agency of the Year
- Social Media/Influencer Agency of the Year
- Sports/Entertainment Agency of the Year

These A-List categories are open to companies anywhere in the world:

- Agency Executive of the Year
- Agency Network of the Year
- Agency of the Year (Creative)
- Independent Agency Network of the Year
- Independent Agency of the Year
- International Agency of the Year
- Production Company of the Year

Are the Creativity Awards U.S. only?

The Creativity Awards are open to anyone anywhere in the world.

What types of agencies are eligible for the A-List?

The A-List itself, represented by the Agency of the Year category, is open to agencies representing any advertising discipline. Agency of the Year, Media Agency of the Year, and Multicultural Agency of the Year are open to U.S.-based advertising agencies or agency networks of any size. For the purposes of these categories, please do not enter offices in separate cities as distinct entries.

Can I enter more than one Agency of the Year category?

Those entering Media Agency of the Year and Multicultural Agency of the Year will automatically be considered for Agency of the Year and the core A-List of nine more honorees. Otherwise, please enter all categories for which you would like to be considered.

Can integrated agencies enter the A-List?

Yes. A-List categories are open to integrated agencies. Any shops that move the needle for marketers in creative ways and had a particularly good year are encouraged to enter.

Our U.S. agency did some overseas work; can I still submit for Agency of the Year?

In order to qualify for Agency of the Year, the work has to have been created by a U.S. agency. It doesn't necessarily have to have run in the U.S. For example, there are U.S. agencies that have created interesting work for international clients and markets that did not run in the U.S.

Can I mark something as confidential or for judging purposes only?

No. Anything included in an entry should be considered as 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 can't honor a winner without being able to say why.

Why are you asking for revenue information?

We use the revenue and financial information in your entry form to help gauge the health of your agency/company. We don't typically dive deep into everyone's financials when writing profiles for our honorees, but we also can't honor entrants for reasons we can't disclose to readers—we can't say, "they had a great year (trust us)." It is possible that revenue numbers, projections, references to losses and gains can be noted in your write-ups should you win. We realize certain economic factors may still impact business, which will be factored into the judging.

Do I have to disclose revenue information?

Yes. The revenue questions are required for the categories that have those questions included in the entry form. Agencies that don't disclose revenue are at a disadvantage compared with agencies that do, as we don't know enough to evaluate those that don't disclose this information. We realize certain economic factors may still impact business, which will be factored into the judging.

Can I submit a duo for Agency Executive of the Year or any of the Creativity Awards People categories?

We will accept two people in one nomination as long as they share the same title at the agency/company and as long as the work and contributions included in their submission apply to both candidates as a team. For example, co-CEOs are fine to enter together. However, executives with different titles would need to enter separately. A submission that includes two different people but outlines work they did individually will weaken the submission and may make it difficult for the jury to evaluate. In such cases,

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General FAQs

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it's best to submit each person individually.

What are the technical specs for A-List & Creativity Award entries?

We accept .mov, mp4, jpg, png, pdf, ppt, docx, etc formats. Please note that our award system requires all direct uploads to be 2GB or less. For anything larger, please supply a link that must remain accessible until April 30, 2025. NOTE: embedded hyperlinks are not supported within our platform. If you would like to link to a website, please include the full URL.

Is there a preferred length for reels/videos?

Keep in mind that the judges see a lot of work, so any videos and/or case studies should be short and sweet. Although you should fulfill the requirements for the category you are entering, please keep your reel lengths as short as they need to be. Two to five minutes is good; anything nearing 10 to 15 minutes is too long. Those entering the Production categories for the Creativity Awards should provide what is required in the entry form regardless of length. Please note: the entry platform accepts only direct uploads of 2GB and less; for anything larger, please supply a link. Any links to materials/assets must remain accessible until April 30, 2025.

Who judges the A-List & Creativity Awards?

All A-List categories as well as Production Company of the Year are judged by the editors of Ad Age. The Creativity Awards are chosen by juries curated and led by Ad Age. You will find a listing of this year's judges on the program site: AdAge.com/ACAwards2025.

When will A-List Awards winners be notified?

A-List winners will be notified in February and published on AdAge.com in March. Winners will be celebrated at our in-person A-List & Creativity Awards Gala in New York in April 2025.

When will Creativity Awards finalists be notified?

Creativity finalists will be announced online at AdAge.com in late March. All winners will be announced live at our A-List & Creativity Awards Gala in New York in April 2025.

Will I be informed if my agency/nominee was not selected?

For A-List category entrants, if it's in early March and you have not heard from us, please contact our awards team at awards@adage.com to check on the status of your entry. For Creativity category entrants, please check AdAge.com early April for the list of finalists.

If my entry is awarded, what information is displayed in the issue, online and at the gala?

Anything you include in your entry form is fair game to be published at the time you are named a finalist and/or winner. We usually include snippets of the media you entered in your submission along with a write-up and credits. In most cases, we draw specifically from the actual work, not from case studies or reels. Someone will be in touch should we need additional assets.

Can an agency or person be honored as an A-List and Creativity Awards winner over multiple years?

Yes. As long as the agency, company, person or work fits the eligibility requirements for the category you are entering, you can enter every year.

Can I enter work into more than one category?

Yes. As long as you meet the entry requirements for the categories you'd like to enter, you can enter your work into as many categories as you'd like.

I entered work into the A-List & Creativity Awards program in 2024; can I re-enter again this year?

All information included in the entries for the 2025 A-List and Creativity Awards is limited to any achievements that occurred or work that broke between Dec. 1, 2023, and Dec. 31, 2024.

I've started my entry but still need to gather some more information/materials; will I lose what I've entered so far?

The entry portal will not save your work unless you click the "Save" button at the bottom of the entry page before you exit. You can always return at a later time to finish the submission. The program deadlines and associated fees are dependent on when you finalize your entry, not when you started entering your information.

What is the deadline and how much does it cost to enter the A-List & Creativity Awards?

There is a tiered entry fee structure.

- **Standard pricing:** \$550 per category. Ends November 5, 2024, at 11:59 p.m. ET
- **Final deadline pricing:** \$700 per category. Deadline Dec. 3, 2024, at 5 p.m. ET

To see all pricing and deadlines, please visit AdAge.com/ACAwards2025.

Can I mail a physical entry form?

No. Only entries entered via our entry platform on AdAge.com/ACAwards2025 will be considered.

Can I pay by check?

Credit card payment via the online entry portal is preferred, but if you'd like to be invoiced and provide a check or wire transfer payment, please email our awards team at awards@adage.com. We charge a \$30 processing fee for all check/wire transfer requests.

When will the A-List & Creativity Awards Gala be held?

We will host our gala in person in New York on April 30, 2025. Please check AdAge.com/events for updates.

Where can I purchase Ad Age issues, badges, additional awards and marketing items should I win?

For all marketing collateral along with special orders for copies of print issues, please contact Laura Picariello at lpicariello@crain.com.

If you have a question not answered here, please contact our awards team at awards@adage.com.

How to enter the A-List Awards

General requirements

All information included in the entries for the 2025 A-List and Creativity Awards program is limited to achievements that occurred or work that debuted any time from Dec. 1, 2023, and Dec. 31, 2024. The work being evaluated by the judges must fall within this eligibility period. Elements of the work may have been introduced earlier and may have continued after the eligibility period, but the work entered must have run in the qualifying time from Dec. 1, 2023 and Dec. 31, 2024. Results prior to the eligibility time period that help provide context for judges to assess the significance of results achieved within the eligibility time period are fine to submit. Results that fall after the end of the eligibility period that are directly tied to the work that ran in the eligibility timing are also fine to submit. No work after the cut-off to the eligibility period can be submitted.

We consider all information submitted publishable.

The information included in your entries should be publishable by the time the awards are unveiled in March 2025. This means anything in the entry can be printed in Ad Age—**any information marked confidential will be discarded and not considered in the judging.**

Please be mindful of all the requirements of each category and make sure to enter your work, people or companies into the appropriate category. In the rare case, up to the discretion of each category's particular jury, the jury may opt to move an exceptional entry into what they deem to be the appropriate category if they feel it was entered into the wrong category. You will be given the option in the entry form to request that juries refrain from moving your entry if you so wish. Please make sure to check the box designating this. Not checking the box, however, does not guarantee that your entry will be considered in a category into which it was not originally entered.

As part of Ad Age's diversity efforts, we encourage all those entering to carefully consider those on your team from diverse backgrounds, as well as the work they have done, when you assess submissions to the awards. Each year, our editorial team and juries have expressed the desire to see and consider a broader, more diverse range of candidates in the people categories specifically. This is an opportunity to shine a light on all your talents, especially those who may have not received recognition in the past.

Technical specs

We want you to supply the best of what you have available, which is why we don't have any real spec requirements for the files you upload. Please note that our award system requires all direct uploads to be 2GB or less. If your file is larger than 2GB, please supply a link and ensure the link remains accessible through April 30, 2025.

Keep in mind that the judges see a lot of work, so you want any videos and/or case studies to be short and sweet. Two to five minutes is good; anything nearing 10-15 minutes is MUCH too long. Production companies entering Production Company of the Year

need not worry about how long their reels are. Please supply full work as per the request in your entry form.

Although the instructions along the way are pretty straightforward and will walk you through the process of providing the appropriate information and uploading any necessary information supporting material, it's good to know what information you'll need to gather prior to entering.

The entry forms: Agency of the Year categories

▼ Here's what you will need for:

- Agency of the Year & A-List
- Agency Network of the Year
- B2B Agency of the Year
- Business Transformation Agency of the Year
- Creative Agency of the Year
- Experiential Agency of the Year
- Independent Agency Network of the Year
- Independent Agency of the Year
- International Agency of the Year
- Data and Insights Agency of the Year
- Design and Branding Agency of the Year
- Media Agency of the Year
- Multicultural Agency of the Year
- Newcomer Agency of the Year
- Performance Marketing Agency of the Year
- Purpose-Led Agency of the Year
- Social Media/Influencer Agency of the Year
- Sports/Entertainment Agency of the Year

- Agency name
- Agency headquarters
- Year established
- Number of offices and locations
- Full-time headcount
- Type of agency
- Agency revenue 2022
- Agency revenue 2023
- Projected agency revenue 2024
- Agency owners & principals
- Top three clients (by revenue)
- Your story (350 words)

This is your space to give us a broad picture, to make your pitch and tell your story about why you are deserving of an honor this year, taking into consideration your business successes, work, other accomplishments or even struggles and missteps that have shaped your agency over the past 12 months. Make sure to provide specifics that would be helpful to judges to evaluate you with respect to the specific category you are entering (A-List, media, data, design, creative, etc.).

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How to enter the A-List Awards

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❑ Agency growth and strengths (no word max)

Tell us about your growth, your strengths and why clients are coming to you in particular. Please also include a general breakdown of where your revenue comes from (e.g. 5% mobile, 30% digital, 2% out of home, etc.)

Please provide a detailed list of account wins and losses with their estimated value per annum. If you have IP projects or other revenue streams that are not client-related, please note them as well.

❑ Thought leadership & culture (350 words)

Please describe in fewer than 350 words the ways in which your agency through strong leadership, innovation and culture has helped to improve its business and serves as an example for the industry as a whole. Examples might include innovative compensation agreements, creative or technological innovation, the development of new revenue streams, or new and effective approaches to managing or acquiring talent.

❑ Diversity (350 words)

Diversity will be a key factor in our evaluation of A-List agencies given the role it plays in innovative work, addressing the modern consumer and the needs of marketers today.

Please share as much concrete detail on your agency's breakdown in terms of gender, ethnicity, etc. to give us an accurate picture of your diversity and cultural makeup. Please include in your entry statistics on the diversity of your agency overall, including percentages in upper-level leadership, the creative department as well as agency staff as a whole.

A strong entry will also show concrete data on how your agency's diversity has evolved this year compared to previous years. We'd also like to know what moves you have made to increase the number of people of color, women, LGBTQ+, persons with disabilities and members of other marginalized groups in your agency.

❑ Portfolio

Include examples of work from a minimum of three and up to six distinct campaigns that debuted and ran at any point between Dec. 1, 2023, and Dec. 31, 2024. Campaigns can be for the same client, but showing a range of work for varying clients improves your chances.

Creative Agency of the Year entrants will be able to upload up to ten (10) distinct campaigns that debuted and ran at any point between Dec. 1, 2023, and Dec. 31, 2024.

For each campaign or project you submit, please upload up to four samples (case study, photo, video, website) and describe in fewer than 350 words each, the client assignment and the objective. Also, tell us what the execution—or, if it makes more sense, the campaign that it's a part of—achieved.

Please include ad metrics, such as recall and/or business results like sales or market share. The stronger the results, the stronger the submission will be with the judges.

The entries, as a whole, should give a thorough picture of the

brief, idea, strategy, innovation and impact to the client. Although video is not mandatory, it is preferred.

❑ Team Photo

Please upload a large, high-resolution image (9" x 6" at 300 dpi) of your team. This may be used in your write-up (in book or online) and in the creative production of our gala should you be a finalist or win the category.

The entry forms: In-House Agency of the Year

▼ Here's what you will need for:

- In-House Agency of the Year

❑ Company name

❑ Company headquarters

❑ Year established

❑ Number of offices and locations

❑ Full-time headcount

❑ Company owners and in-house agency principals

❑ In-house agency background (350 words)

Tell us about your growth, your strengths and why your company/client sticks with an in-house agency despite an ocean of offerings out there. Tell us about your staff, your structure and how you work together and with the parent organization in terms of pitching ideas and getting them approved. Please note how you've contributed to the parent company's bottom-line and also indicate any ad agency partners you work with, crediting them appropriately for any work they've done. If you have IP projects or other revenue streams, please note them as well.

❑ In-house agency diversity (350 words)

Diversity will be a key factor in our evaluation of A-List agencies given the role it plays in innovative work, addressing the modern consumer and the needs of marketers today.

Please share as much concrete detail on your agency's breakdown in terms of gender, ethnicity, etc. to give us an accurate picture of your diversity and cultural makeup. Please include in your entry statistics on the diversity of your agency overall including percentages in upper-level leadership, the creative department as well as agency staff as a whole.

A strong entry will also show concrete data on how your agency's diversity has evolved this year compared to previous years. We'd also like to know what moves you have made to increase the number of people of color, women, LGBTQ+, persons with disabilities and members of other marginalized groups in your agency.

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How to enter the A-List Awards

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□ Portfolio

Include examples of work from a minimum of three and up to six distinct campaigns that debuted and ran at any point between Dec. 1, 2023, and Dec. 31, 2024. Showing a range of work for projects improves your chances.

For each campaign or project you submit, please upload up to four samples (case study, photo, video, website) and describe in fewer than 350 words each, the assignment and the objective. Also, tell us what the execution—or, if it makes more sense, the campaign that it is a part of—achieved.

Please include ad metrics, such as recall and/or business results like sales or market share. The stronger and more specific the results, the stronger the submission will be with the judges.

The entries, as a whole, should give a thorough picture of the brief, idea, strategy, innovation and impact. Although video is not mandatory, it is preferred. Please do not include case studies that are not publishable.

□ Team Photo

Please upload a large, high-resolution image (9" x 6" at 300 dpi) of your team. This may be used in your write up (in book or online) and in the creative production of our gala should you be a finalist or win the category.

The entry forms: Production Company of the Year & A-List

▼ Here's what you will need for:

- Production Company of the Year

□ Production company name

□ Production company headquarters

□ Year established

□ Number of offices and locations

□ Full-time headcount

□ Production company owners and principals

□ Highlight reel (upload or link)

In this section, include up to seven (7) spots/campaigns, case studies or films that represent what your company did best in 2024. Only work that debuted between Dec. 1, 2023, and Dec. 31, 2024 should be entered. This should not be a sizzle reel—it should contain full executions. Please indicate on the reel itself or in the field below, the director, production company, client/campaign name, agency (where applicable) and first air date of each project. Please prioritize brand work, though you are free to include other projects if you think they are key to your story. Digital projects viewable on a link should be included in the highlight list below. Please include only official executions, not director's cuts, in the highlight reel. You will have an opportunity to submit director's cuts in the supplementary

reel (see below).

Companies will be judged on the quality, breadth and innovation of the work as well as other factors such as the distribution of the work across the roster and the company's overall impact on the industry.

□ Highlight list/links

Please provide a bulleted list of all work included in the above highlight reel.

□ Highlight reel back up (link)

Please provide a downloadable Wiredrive/Dropbox link or the equivalent for backup. Failure to include any of the aforementioned may affect how the jury evaluates your submission.

□ Year's highlights (1,500 words max)

This section should explain, in detail, the accomplishments in the highlight reel above. How do the highlights paint a picture of your company's year? Did the work represent a push forward in terms of marketing innovation or industry craftsmanship? What unique challenges did your company/directors overcome in order to execute the work? How did the work move business? Testimonials from your directors/producers, as well as from agency or brand partners will be helpful.

Please detail any notable leaps by your company (revenue/billing increase) as well as by any of your directors/creative staff (big campaigns, career breakthroughs, other film-related projects).

Feel free to also note major projects outside of traditional advertising (films, branded content, work for online/the web, highprofile music videos, etc.). Also include awards won (ad festivals, Emmys, Oscars, film fests, etc.).

Please provide a full list of all directors or talents on your roster. Make sure to note new director or principal/executive additions and departures since January 2024. You can include a separate link to additional background information on the new additions to staff.

□ Supplemental reel (link) optional

Here you can upload a supplemental reel of work/projects from 2024, which will be used by the jury in case of ties. You are free to add any director's cuts here as well. Please upload backup Wiredrive link or similar.

□ Supplemental reel background optional

□ Team Photo

Please upload a large, high-resolution image (9" x 6" at 300 dpi) of your team. This may be used in your write-up (in book or online) and in the creative production of our gala should you be a finalist or win the category.

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How to enter the A-List Awards

The entry forms: Agency Executive of the Year

▼ Here's what you will need for:

- Agency Executive of the Year

- Agency name
- Agency headquarters
- Year established
- Number of offices and locations
- Full-time headcount
- Type of agency
- Agency revenue 2022
- Agency revenue 2023
- Projected agency revenue 2024
- Agency owners and principals
- Top three clients (by revenue)
- Agency executive pitch (350 words)

Executive of the Year is open to CEOs and other top-level executives from any level of any agency or agency holding company, regardless of location. Each entry must pertain to only one executive.

This category honors an executive who has demonstrated exemplary leadership qualities in specific and observable ways, made particular and perhaps difficult or surprising decisions to meet a particular challenge or new goal, effected change and ideally contributed to the industry more broadly as well.

Top-level creative and strategy execs are not eligible and should be entered into the Creativity Awards categories pertaining to those roles.

- Video (upload or link)
- Additional Asset (upload or link)
- High-Resolution Headshot (upload or link)

The entry forms: Best Agency Culture

▼ Here's what you will need for:

- Best Agency Culture

- Agency name
- Agency headquarters
- Number of offices and locations
- Agency full-time headcount
- Type of agency
- Year established
- Agency culture (500 words)

Describe the purpose, mission, mantra or identity of your agency. Provide examples of employee perks and what you do to make them proud to bring their whole selves to work each day. Tell us what your company means to the local community and any ways it helps your town/city. We want to hear what's unique about your office along with strong and effective DEI, purpose-based and/or sustainability initiatives.

Employee statement 1 (350 words)

Provide a statement from a staffer who is not a C-suite exec.

Employee statement 2 (350 words)

Provide a statement from a staffer who is not a C-suite exec.

Photo #1 (upload)

Show us what's unique about your office. Please upload a large, high-resolution image (9" x 6" at 300 dpi). This may be used in your write up (in book or online) and in the creative production of our gala should you be a finalist or win the category.

Photo #2 (upload)

Show us what's unique about your office. Please upload a large, high-resolution image (9" x 6" at 300 dpi). This may be used in your write up (in book or online) and in the creative production of our gala should you be a finalist or win the category.

Optional video (upload or link)

Feel free to upload a short video that highlights your culture.

How to enter the Creativity Awards

General Requirements

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The information included in your entries should be publishable by the time the awards are unveiled in March 2025. Any notes saying “not for public” or “off the record” will be ignored. Please do not include information that cannot be made public in a story. Any and all elements included in your entry forms can be used in your winning write-ups and in the creative production of our gala. We will consider any information you include publishable, and we will not honor any requests to remove information that was in the entry from a story or from our gala materials.

Please be mindful of all the requirements of each category and make sure to enter your work, people or companies into the appropriate category. In the rare case, up to the discretion of each category’s particular jury, the jury may opt to move an exceptional entry into what they deem to be the appropriate category if they feel it was entered into the wrong category. You will be given the option in the entry form to request that juries refrain from moving your entry if you so wish. Please make sure to check the box designating this. Not checking the box, however, does not guarantee that your entry will be considered in a category into which it was not originally entered.

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Technical Specs

We want you to supply the best of what you have available, which is why we don’t have any real spec requirements for the files you upload. We do request you supply high-resolution files (as high res as you have available) as some files may be used in your winning write-ups or in the production of our gala. Please note that our award system requires all direct uploads to be 2GB or less. If your file is larger than 2GB, please supply a link and ensure the link remains accessible through April 30, 2025.

Keep in mind that the judges see a lot of work, so you want any work and/or case studies to be short and sweet. 2-5 minutes is good; anything nearing 10-15 minutes is too long, unless longer format work falls naturally into that category. Production companies entering Production Company of the Year need not worry about how long their reels are. Please supply full work as per the request in your entry form.

Go to AdAge.com/ACAwards2025 to complete your entry forms.

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How to enter the Creativity Awards

The entry forms: Work categories

▼ Here's what you will need for:

- Campaign of the Year
- Best B2B Campaign
- Best Use of AI
- Best Use of Music
- Best Work for Good: Brand
- Best Work for Good: Pro Bono/Nonprofit
- Branded Entertainment/Content Campaign of the Year
- Craft of the Year
- Creative Data Campaign of the Year
- Experiential Campaign of the Year
- Film/TV/Video of the Year
- Print/Design/Out-of-Home Work of the Year
- Social Campaign of the Year
- Tech Innovation of the Year
- Tiny But Mighty

Agency/company name

Agency/company headquarters

Full-time headcount

Type of agency/company

Pitch (350 words)

In 350 words or less, provide us with background on the campaign that includes:

- the client
- a description of the business challenge or problem addressed by the campaign
- a summary of the media or communications plan and description of the creative executions
- a summary of the campaign's results, including relevant metrics. Remember, an advertising/marketing campaign actually needs to do something for the client.

Supporting Information

Please upload a video, images and all supporting info that best represents your advertising/marketing effort.

- Video sample (upload or link)
- Work samples (maximum of three)

Feel free to include case studies, videos, images, pdfs, decks, etc. Please submit high-resolution files.

The entry forms: People categories

For this category specifically, please do your best to bring the candidate to life as a person, talent and leader. This is the people category, people!

▼ Here's what you will need for:

- Account Manager of the Year
- Chief Creative Officer of the Year
- Chief Strategy Officer of the Year
- Creative Director of the Year
- Creative of the Year (Agency)
- Creative of the Year (In-House)
- Creative Technologist of the Year
- Diversity & Inclusion Champion of the Year
- Media Planner of the Year
- Social Lead/Community Manager of the Year
- Strategic Planner of the Year

Nominee's name

Nominee's company

Nominee's age

Nominee's title

Nominee's email

Nominator's name

Nominator's company

Nominator's title

Nominator's email

Pitch (350 words)

In 350 words or less, tell us why the nominee is worthy of this award. Include background, reputation, previous honors and titles. If there is an interesting backstory, tell us. Please be as specific as possible. Describe their achievements in the last 12 months but also tell us about what makes this person specifically rise to the top as a talent and/or leader. Please provide any relevant campaign examples, results, or metrics and testimonials that might back up your pitch. Creative teams are free to submit as a single entrant, as long as both members of the team were involved in each piece of the work submitted in the portfolio.

Supporting Information

Please upload any supporting evidence—creative work, PowerPoint deck, highlight reel or a video case study—to make your case. For highlight reels, please be judicious with your selections. It's better to provide a shorter but dense picture of the entrant's accomplishments than a laundry list.

Video sample (upload or link)

Work samples (maximum three; upload or link)

High-resolution headshot (upload)

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How to enter the Creativity Awards

The entry forms: Creative Marketing categories

▼ Here's what you will need for:

- Brand of the Year
- Best Brand/Product Launch

- Nominator's name
- Nominator's title
- Nominator's company
- Nominator's email

Pitch (350 words)

For **Brand of the Year**, tell us how the brand's campaigns, strategies, initiatives and engagement with its community have pushed the bounds of creativity in the past year. Include results of impact and effectiveness of these efforts and how the past year's success has influenced strategies for the future.

For **Best Brand/Product Launch**, tell us the story behind why the brand or product has been successful. Include details of the thinking behind the product/brand idea as well as any innovative strategies on bringing the brand/product to market.

Assets

Please include up to three assets that show and explain the work in detail and also clearly illustrate its impact. You are free to also include video testimonials that can speak to the effectiveness of the campaign.

Here's what you will need for:

- Future Brand Leader

- Nominee's name
- Nominee's title
- Nominee's company
- Nominee's email
- Nominee's age

- Nominator's name
- Nominator's title
- Nominator's company
- Nominator's email

Pitch (350 words)

In 350 words or less, tell us why the nominee is the person who stands out the most in their respective category in 2024. Please be sure to include creative insights or breakthroughs advanced by the nominee. You may also include relevant metrics, adoption of the nominee's idea, actual sales figures, societal or other kinds of impact, etc., as well as any relevant financial information, including revenue, profit, funding rounds, etc.

- Assets (maximum three)
- High-resolution headshot (file upload or link)

▼ Here's what you will need for:

- Brand CMO of the Year

- Nominee's name
- Nominee's title
- Nominee's company
- Nominee's email
- Nominee's age

- Nominator's name
- Nominator's title
- Nominator's company
- Nominator's email

Pitch (350 words)

Tell us about your executive's leadership qualities and what they have done to make change and drive business results for the agency.

A successful CMO of the Year entry will show not just competent leadership and good management but an achievement or achievements of note in building, resuscitating or repositioning a brand. Promising candidates will have demonstrated ingenuity, innovation and creativity in their role, evident not just in the work they signed off on but in ideas that they themselves contributed.

- Video asset (upload or link)
- High-resolution headshot (file upload or link)

▼ Here's what you will need for:

- Best Rebrand
- Best ROI: Work that Works
- Best Brand Social Media Presence

- Nominator's name
- Nominator's title
- Nominator's company
- Nominator's email

Pitch (350 words)

In 350 words or less, describe the history of the campaign/design, the strategy behind it and the impact it had on its client's business. Be sure to include metrics and relevant data that clearly prove the campaign's effectiveness and success.

Assets

Please include up to three assets that show and explain the work in detail and also clearly illustrate its impact. You are free to also include video testimonials that can speak to the effectiveness of the campaign.

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How to enter the Creativity Awards

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▼ Here's what you will need for:

- Best Partnership/Collaboration

Partner Company 1

Partner Company 2

Additional partners

Pitch (350 words)

In 350 words or less, describe the history of the partnership/collaboration, the strategy behind it and the impact it had on both businesses. Be sure to include metrics and relevant data that prove effectiveness and success.

Assets

Please include up to three (3) assets that show the collaborative campaign, product or initiative and how it was marketed to its target audience. Please also include any metrics or data to illustrate the partnership's impact and effectiveness.

The entry forms: Production categories

Please see [A-List categories](#) for Production Company of the Year.

▼ Here's what you will need for:

- Agency Producer of the Year
- Director of the Year
- Director to Watch
- Editor of the Year
- Editor to Watch
- Executive Producer of the Year
- Head of Production of the Year (Agency)
- Head of Production of the Year (Production Company)

Nominee's name

Nominee's title

Nominee's company

Nominee's email

Nominee's age

Nominator's name

Nominator's title

Nominator's company

Nominator's email

Highlight reel (upload)

Submit up to five spots/campaigns, case studies or films that show your company's top projects of 2024. Only work that debuted between Dec. 1, 2023, and Dec. 31, 2024, should be entered. This should not be a sizzle reel—it should contain full executions. Please indicate on the reel itself or in the field below the client/campaign name, agency (where applicable) and first air date of each project. Please prioritize brand work, though you are free to include other projects if you believe those help to tell your year's story. Please include only official, not director's cuts, in the highlight reel. You will have an opportunity to submit director's cuts in the supplementary

reel (see below). Please note that our award system requires all direct uploads to be 2GB or less.

Highlight list/links

Please provide a bulleted list of all the work included in the highlight reel above.

Highlight reel backup (link)

Please provide a downloadable Wiredrive/Dropbox link or the equivalent for backup. Failure to include any of the aforementioned may affect how the jury evaluates your submission.

Background information (no word limit)

The work likely could speak for itself, but please provide background information on the highlights above to give jurors a broader picture of the nominee. The information you provide should detail why the nominee is worthy of the award. What were the challenges of each project and how did the nominee's skills and vision contribute to the success of each project? Testimonials from agency, production or brand partners are welcome. Besides the work, what other leaps did this talent make career-wise in the past year? Feel free to note any additional accomplishments not included in the reel above.

Supplemental reel

Feel free to include link to any additional highlights. You are free to add any director's cuts here as well. The jury will rely largely on the highlight reel but may use this to evaluate candidates in the case of a tie.

High-resolution headshot (upload or link)

▼ Here's what you will need for:

- Editorial Company of the Year
- VFX Company of the Year
- Music & Sound Company of the Year

Company name

Company headquarters

Year established

Full-time headcount

Company owners and principals

Highlight reel (upload)

Submit up to five spots/campaigns, case studies or films that show your company's top projects of 2024. Only work that debuted between Dec. 1, 2023, and Dec. 31, 2024, should be entered. This should not be a sizzle reel—it should contain full executions. Please indicate on the reel itself or in the field below the client/campaign name, agency (where applicable) and first air date of each project. Please prioritize brand work, though you are free to include other projects if you believe those help to tell your year's story. Please include only official, not director's cuts, in the highlight reel. Please note that our award system requires all direct uploads to be 2GB or less.

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How to enter the Creativity Awards

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❑ **Highlight reel backup (link)**

Please provide a downloadable Wiredrive/Dropbox link or the equivalent for backup. Failure to include any of the aforementioned may affect how the jury evaluates your submission.

❑ **Highlight list/links**

Please provide a bulleted list of all the work included in the highlight reel above.

❑ **Year's highlights**

Use this section to provide background on the accomplishments in the highlight reel above. Note the talent involved in the projects, explain the challenges of each particular project how your company impacted the project overall. It will be helpful to the jury to include any background from your editors, as well as testimonials from directors, agency or brand partners on the project as to how your contributions impacted the work. Feel free to note any key accomplishments not included in the reel above.

❑ **Supplemental reel (upload)**

You are free to upload a supplemental reel of work/projects from 2024, which will be used by the jury in case of ties, etc.

❑ **Backup supplemental reel (link)**

Please provide a downloadable Wiredrive/Dropbox link or the equivalent for backup.

❑ **Team photo (upload)**

Please upload a large, high-resolution image (9" x 6" at 300 dpi) of your team. This may be used in your write-up (in book or online) and in the creative production of our gala should you be a finalist or win the category.

Go to AdAge.com/ACAwards2025 to complete your entry forms.

Terms & Conditions

The A-List & Creativity Awards honors 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 anyone in the industry who meet the General Requirements posted for the A-List Awards or Creativity Awards. Employees of the Sponsor, their affiliates and members of their immediate families are not eligible. Eligibility is subject to the terms of each category as noted in our category descriptions. Categories and category eligibility are subject to change each year.

How to enter

Instructions on how to enter each Program are posted on [AdAge.com/ACAWards2025](https://www.adage.com/ACAWards2025). Entries must comply with the instructions for the applicable Program. Entries into the competition are subject to a tiered pricing system, with standard fees for regular deadline entries and additional fees for final deadline entries. Fees are non-refundable once entries are submitted. The dates and entry prices are subject to change each year. You can submit as many entries as you would like. All entries must be received through the awards website at [AdAge.com/ACAWards2025](https://www.adage.com/ACAWards2025).

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 Dec. 3, 2024 at 5 p.m. ET.

A-List winners will be announced in March 2025. Creativity finalists will be released late March 2025. Creativity winners will be announced live at our Gala event in April 2025.

Certification/Acknowledgment/Consent

EACH ENTRANT CERTIFIES THAT THE MATERIALS SUBMITTED IN CONNECTION WITH THIS PROGRAM (INCLUDING ARTWORK, IMAGERY AND IDEAS) ARE THE ORIGINAL WORKS OF THE ENTRANT. ENTRANTS RETAIN THE COPYRIGHT AND OTHER INTELLECTUAL PROPERTY INTERESTS IN THEIR MATERIALS. HOWEVER, EACH ENTRANT ACKNOWLEDGES AND IRREVOCABLY CONSENTS THAT ANY AND ALL MATERIALS SUCH ENTRANT SUBMITS FOR THIS PROGRAM 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 AD AGE, CRAIN COMMUNICATIONS INC, AND ITS PARTNERS AND AFFILIATES IN CONNECTION WITH THE PROGRAM. EACH ENTRANT ACKNOWLEDGES AND IRREVOCABLY CONSENTS TO THE USE OF ENTRY INFORMATION IN PUBLICATIONS, INTERNAL AND EXTERNAL WEBSITES, ADVERTISING AND IN MEDIA COVERAGE OF THE PROGRAM, UNLESS PROHIBITED BY LAW.

Winning

All category wins are at the discretion of our judges. Judges have the right to not select a winner in any category if they feel materials submitted did not meet the standards, creativity or other qualities they are looking for in entries. The decisions of Ad Age and the judges are final and binding in all matters relating to this Program, including interpretation and application of the rules.

For A-List, each category should produce one winner. The judges may select additional winners at their discretion based on the materials submitted. Selection of Agency to Watch and Standouts lists are at the discretion of our judges based and do not need to be selected.

For Creativity, the judges anticipate announcing anywhere from 1-5 finalists in each category, with one winner being chosen. The judges may choose duos or dual winners at their discretion.

Each main category winner will receive an award. Those on a Stand Out or To Watch list will not receive an award. Finalists do not receive awards.

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 for each category. 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.