Ad Age

A-List & Creativity Awards

Entry kit 2027

2027 AD AGE A-LIST & CREATIVITY AWARDS

WHAT ARE THE AD AGE A-LIST & CREATIVITY AWARDS?

For 30 years, the Ad Age A-List has recognized the agencies setting the standard for the advertising industry. The Creativity Awards, now in its 11th year, honor the people, work and companies behind campaigns, experiences and products that capture attention and drive business results.

Together, the 2027 Ad Age A-List & Creativity Awards recognize the agency performance, leadership and creative innovation shaping the industry today.

The two awards programs are evaluated separately:

- Ad Age editorial staff select all A-List honorees, including Production Company of the Year and the Production Company A-List.
- Creativity Awards finalists and winners are selected by juries convened and led by Ad Age.

WHICH AWARDS SHOULD I ENTER?

Enter the A-List Awards to submit an agency, production company, network or agency executive for recognition based on overall performance, leadership, creativity and industry impact. Some A-List categories are limited to U.S. and Canadian agencies, while others are open to entrants worldwide; see the list on page 4.

Enter the Creativity Awards to submit outstanding work or recognize the people, brands and companies behind it. The Creativity Awards are open to entrants worldwide.

Review the complete category description before beginning an entry. Category names alone may not reflect every eligibility requirement or judging consideration.

KEY DATES

Entries open:
Wednesday, Sept. 2, 2026

Standard pricing deadline:
Tuesday, Nov. 3, 2026, at 11:59 p.m. ET

Final entry deadline:
Tuesday, Dec. 1, 2026, at 5 p.m. ET

A-List winners notified:
February 2027

A-List winners published on AdAge.com:
March 2027

Creativity Awards finalists announced on AdAge.com:
Late March 2027

2027 Ad Age A-List & Creativity Awards Gala:
Thursday, May 20, 2027 at the Glasshouse in New York City

ENTRY FEES

Standard pricing:
$575 per category through Nov. 3, 2026, at 11:59 p.m. ET

Final deadline pricing:
$750 per category through Dec. 1, 2026, at 5 p.m. ET

Entry fees are nonrefundable after submission. Review the eligibility requirements, category description and submission instructions before submitting payment.

Any entries submitted after the final deadline of Dec. 1 will automatically incur a processing fee of $200 per entry. Those submitted after Dec. 15 will incur an additional fee of $350 per entry.

ELIGIBILITY PERIOD

Entries for the 2027 Ad Age A-List & Creativity Awards should focus on achievements that occurred or work that debuted and ran between **Dec. 1, 2025, and Dec. 31, 2026**.

The work or achievements being evaluated must fall within this eligibility period. Elements may have launched earlier or continued after, provided the entry clearly focuses on work and achievements from the qualifying period.

Entrants may include earlier results when they provide useful context for achievements during the eligibility period.

Table of Contents

A-LIST AWARDS CATEGORIES

CREATIVITY AWARDS CATEGORIES

GENERAL FAQS

HOW TO ENTER THE A-LIST AWARDS

HOW TO ENTER THE CREATIVITY AWARDS

SUBMISSION STANDARDS AND DISCLOSURES

TERMS & CONDITIONS

CONTACT

A-List Awards Category Descriptions

Ad Age A-List & Creativity Awards

2027 A-List Awards categories:

Geographic eligibility is shown beside each category.

- Agency of the Year & A-List – *U.S. and Canada*
- Production Company of the Year & A-List – *Worldwide*
- Agency Executive of the Year – *Worldwide*
- Agency Network of the Year – *Worldwide*
- B2B Agency of the Year – *U.S. and Canada*
- Creative Agency of the Year – *Worldwide*
- Comeback Agency of the Year **NEW** – *U.S. and Canada*
- Design & Branding Agency of the Year – *U.S. and Canada*
- Experiential Agency of the Year – *U.S. and Canada*
- In-House Agency of the Year – *U.S. and Canada*
- Independent Agency of the Year – *Worldwide*
- Independent Agency Network of the Year– *Worldwide*
- International Agency of the Year – *Worldwide*
- Media Agency of the Year – *U.S. and Canada*
- Multicultural Agency of the Year – *U.S. and Canada*
- Newcomer Agency of the Year – *U.S. and Canada*
- Performance Marketing Agency of the Year – *U.S. and Canada*
- PR Agency of the Year – *U.S. and Canada*
- Social Media/Influencer Agency of the Year – *U.S. and Canada*
- Sports/Entertainment Agency of the Year – *U.S. and Canada*

Agency of the Year and A-List

Who should enter: U.S. and Canadian advertising agencies and agency networks of any size or discipline.
What judges look for: An agency with standout creative work, strong business performance, effective leadership and clear momentum during the eligibility period. Entries should show how the agency built client business, strengthened its own organization and influenced the industry.
Recognition: Ad Age judges will select one Agency of the Year and nine additional A-List agencies. Editors may also recognize Agency Standouts and Agency to Watch based on the strength of the entry pool.
Entry guidance: Submit one entry for the agency or network as a whole. Do not submit offices in different cities as separate entries. Individual offices may enter Creative Agency of the Year. Entries in 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 the entrant opts out in the entry form.

Production Company of the Year and A-List

Who should enter: Production companies anywhere in the world working across traditional film, digital content, experiential production or a combination of these areas.
What judges look for: The quality, breadth, innovation and impact of the company's work, along with its business performance, talent, leadership and influence on production and advertising.
Recognition: Ad Age judges will select one Production Company of the Year and nine additional Production A-List companies, as well as a number of Standouts and Production Company to Watch based on the strength of the entry pool.
Entry guidance: Submit one entry representing the best work from all company offices. Ad Age editorial staff select Production Company of the Year and the Production Company A-List. The other Creativity Awards production categories are evaluated by a jury convened by Ad Age.

Agency Executive of the Year

Who should enter: CEOs and other top-level executives at agencies, agency networks or holding companies anywhere in the world. Each entry must recognize one executive.
What judges look for: Specific, observable leadership during the eligibility period. Strong entries explain the challenge or opportunity the executive faced, the decisions they made and the measurable effect on the agency, its people, clients or the broader industry.
Not eligible: Top-level creative and strategy executives should enter the relevant Creativity Awards people category.

Agency Network of the Year

Who should enter: Creative or media agency networks operating in the U.S. or globally.
What judges look for: A group of agencies under one network that delivered outstanding work, new-business growth and strong financial performance during the eligibility period. Entries should demonstrate how the network's agencies collaborated, shared capabilities or created value that individual agencies could not have achieved alone.
Entry guidance: Agency of the Year recognizes a single agency or eligible agency group. Agency Network of the Year recognizes multiple agencies operating under one network umbrella.

B2B Agency of the Year

Who should enter: Dedicated B2B agencies or general-market agencies that have done outstanding work for B2B clients.
What judges look for: Creative, effective B2B work supported by results. Submit three strong campaign examples, preferably for different clients, and explain how the agency's ideas, strategy and execution affected client business.

A-List Awards Category Descriptions

Ad Age A-List & Creativity Awards

Continued from page 4

Creative Agency of the Year

Who should enter: A single agency office or a creative organization whose work is integrated across offices. This category is open to entrants worldwide.
What judges look for: An agency whose creative achievements pushed the industry forward and advanced client goals. Strong portfolios demonstrate original thinking across platforms, the ability to make established formats feel new and a clear connection between creativity and impact.
Entry guidance: The category generally recognizes one office within a network or one independent-agency office in a particular city. The jury may consider an integrated multi-office practice when the submitted work was genuinely created across those offices.

Comeback Agency of the Year NEW

Who should enter: Agencies that rebuilt momentum and reputation after a defined setback, such as a major account loss, leadership transition or difficult stretch of new-business results.
What judges look for: A clear, specific turnaround supported by named new-business wins, measurable revenue or organic-growth figures and evidence of team stability or renewed creative output. Judges will look for a documented shift in trajectory within the past 24 months, not a general story of resilience.
Entry guidance: Identify the specific setback and show exactly what changed and when. Include specific evidence of recovery from the past 24 months, such as new-business wins, revenue or organic-growth figures, staff retention or creative recognition.

Design & Branding Agency of the Year

Who should enter: Design firms, agencies and in-house creative practices.
What judges look for: Innovative and effective design work that affected a client or company's business. Eligible work may include brand identity, packaging, experience design, physical design, product design or other areas in which design plays a meaningful strategic role.

Experiential Agency of the Year

Who should enter: Agencies specializing in live, virtual or hybrid brand experiences, installations, pop-ups, sponsorships and other participatory work.
What judges look for: Ideas that brought brands to life through meaningful interaction. Strong entries show how the experience made a brand more accessible, distinctive or relevant and include evidence of audience and business impact.

In-House Agency of the Year

Who should enter: An agency entity owned and operated by its sole client.
Eligibility: An in-house agency is more than a corporate marketing department. It should include agency-style roles such as creative directors, copywriters, art directors, strategists, producers or media specialists, and those employees should have played an integral role in the submitted work.
What judges look for: Creative quality, business impact, operating effectiveness and evidence that the in-house model provides meaningful value to the organization.

Independent Agency of the Year

Who should enter: Agencies that are not wholly owned by a holding company. Independent agencies of any size and location are eligible.
What judges look for: Strong business results, excellent creative work and an independent approach that distinguishes the agency. Judges will consider new business, client retention, culture, talent, benefits, work-life practices, strategic decisions and evidence that the agency's work built client business.

Independent Agency Network of the Year

Who should enter: Agency groups or partnership networks not owned by a major holding company. Member agencies may be wholly owned, partly owned or independently affiliated within the group.
What judges look for: Successful collaboration across the network, including shared client work, new-business wins, revenue growth, combined capabilities or other evidence that the group helped member agencies succeed.

International Agency of the Year

Who should enter: Independent agencies based outside the U.S. and agency-network operations in a specific country outside the U.S.
Entry guidance: Each entry should cover one country, regardless of how many offices the agency operates there. Do not submit separate entries for different cities within the same country. An agency with operations in more than one country should submit a separate entry for each eligible country.
What judges look for: Strong creative work, business performance, leadership and local market impact during the eligibility period.
Not eligible: U.S. operations should enter Agency of the Year and A-List.

Media Agency of the Year

Who should enter: Advertising agencies or agency networks of any size. Independent media agencies, media practices within independent creative agencies or media-agency networks that operate together as a group.
What judges look for: New-business growth, revenue gains, innovative use of data and AI and three examples of distinctive media strategy. Strong entries show a media-forward approach and brand-building or business results beyond impressions.
Entry guidance: Do not submit individual city offices of the same media network as separate entries. Entries will automatically be considered for Agency of the Year and the A-List unless the entrant opts out.

A-List Awards Category Descriptions

Continued from page 5

Multicultural Agency of the Year

Who should enter: Agencies specializing in reaching and engaging distinct communities, particularly those historically underrepresented or underserved.
What judges look for: A sustained commitment to culturally informed work, positive and authentic representation and measurable impact for clients and communities. Entries should show how cultural understanding is reflected in both the agency's work and its organization.
Entry guidance: Do not submit individual city offices as separate entries. Individual offices may still compete in the separate Creative Agency of the Year category. Entries will automatically be considered for Agency of the Year and the A-List unless the entrant opts out.

Newcomer Agency of the Year

Who should enter: Independent agencies or new agencies formed within a larger company during the qualifying period.
Eligible agency launch dates: April 1, 2025, through Oct. 1, 2026.
What judges look for: Early momentum demonstrated through significant client wins, breakthrough work, business growth or other achievements that established the agency quickly.

Performance Marketing Agency of the Year

Who should enter: Agencies with proven success delivering ROI or ROAS through paid marketing channels such as search, programmatic, connected TV and other performance media.
What judges look for: Clear evidence that the agency delivered incremental return on investment or return on ad spend. Strong entries connect media strategy and execution to sales, profit, customer acquisition or another meaningful business outcome and distinguish those gains from ordinary business performance.

PR Agency of the Year

Who should enter: U.S.- and Canada-based public relations agencies or dedicated PR practices within larger agencies.
What judges look for: Strong financial performance, new-business momentum and PR-led work demonstrating the impact of earned media, thought leadership, influencer strategy, reputation management or related disciplines.
Entry guidance: The submitted work should be rooted in PR. Advertising agencies without a distinct PR capability should not enter this category.

Social Media/Influencer Agency of the Year

Who should enter: Agencies specializing in social media, creator or influencer marketing. Shops may be independent or part of a network.
What judges look for: A consistent record of helping brands use social platforms, creators and cultural trends effectively. Entries should include measurable examples showing how the work generated attention, engagement, sales or another meaningful result.

Sports/Entertainment Agency of the Year

Who should enter: Agencies specializing in sports and entertainment marketing, including sponsorships, activations, concerts, festivals, major events, celebrity collaborations and related partnerships.
What judges look for: Original ideas, creative partnerships and innovative deals, platforms or programs that helped brands stand out and grow their businesses.
Entry guidance: Agencies primarily focused on social creators or influencer marketing should enter Social Media/Influencer Agency of the Year.

2027 Creativity Awards Categories

Ad Age A-List & Creativity Awards

The Creativity Awards are open to entrants anywhere in the world.
The 2027 Creativity Awards categories include:

Work

- Campaign of the Year
- Best Body of Work for a Single Client
- Best B2B Campaign
- Best Comedic 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
- 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
- Sports Campaign of the Year **NEW**
- 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
- 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
- Best Partnership/Collaboration
- Best Rebrand
- Best ROI: Work that Works
- Future Brand Leader

Production

- Production Company of the Year and A-List (see A-List Awards)
- Agency Producer of the Year
- Director of the Year
- Director to Watch
- Editor of the Year
- Editor to Watch
- 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)
- Music & Sound Company of the Year
- VFX Company of the Year

Creativity Awards Category Descriptions

Ad Age A-List & Creativity Awards

WORK CATEGORIES

Campaign of the Year
What to enter: The year's strongest advertising or marketing effort in any format.
What the jury looks for: An innovative, impactful and effective idea that represents the best of the industry. Eligible entries may include traditional or integrated campaigns, products or other marketing ideas.

Best Body of Work for a Single Client
Who should enter: Agencies submitting a sustained portfolio of work for one client.
What to enter: Multiple campaigns, platforms or executions that demonstrate the strength of the agency-client relationship over time within the eligibility period of Dec. 1, 2025, and Dec. 31, 2026.
What the jury looks for: Breadth, originality, consistency and effectiveness across the portfolio.
Entry guidance: This category is open to agencies only. Brands showcasing work created by multiple agency partners should enter Brand of the Year.

Best B2B Campaign
What to enter: Advertising or marketing created to reach business audiences.
What the jury looks for: B2B work with the strategic insight, creative quality, craft and effectiveness expected of the best consumer-facing campaigns. Include results showing how the work affected the client's business or audience.

Best Comedic Campaign
What to enter: Work that used humor as a central part of the strategy and creative execution.
What the jury looks for: Comedy that supported the brand, connected with audiences and made the work more memorable or effective. The humor should serve the idea rather than function as an unrelated joke.

Best Use of AI
What to enter: Advertising or marketing demonstrating a creative, innovative or compelling use of artificial intelligence. Generative AI in campaign materials, back-end AI tools used to inform campaign strategy and other applications of AI in advertising and marketing.
What the jury looks for: A creative, innovative and compelling use of AI. Explain how AI was used and the role it played in the work.

Best Use of Music
What to enter: Work in which music plays an important creative or strategic role, including original scores, music innovations in tech-driven campaigns or sonic branding.
What the jury looks for: A compelling use of music. Explain the strategy behind the musical approach and how it was executed.

Best Work for Good: Brand
What to enter: Client-funded work or work tied to a brand that was created with social good in mind.
What the jury looks for: A strong advertising or marketing idea that created a positive impact on society, supported by results showing its effect.

Best Work for Good: Pro Bono/Nonprofit
What to enter: Pro bono work created for nonprofit organizations with social good in mind.
What the jury looks for: A strong advertising or marketing idea that created a positive impact on society. Include results demonstrating what the work achieved.

Branded Entertainment/Content Campaign of the Year
What to enter: Storytelling delivered through entertainment or content platforms beyond traditional advertising, including long-form films, branded content, podcasts and native advertising.
What the jury looks for: Creative storytelling that goes beyond what audiences would expect from a typical ad buy.

Craft of the Year
What to enter: Advertising or marketing distinguished by exceptional execution and tied to a strong brand idea.
What the jury looks for: Artistry, technical excellence and clear evidence that craft elevated the message. Describe how the work was made and identify the people or partners responsible for the craft being evaluated.
Recognition: The jury may select up to three winners: one each in film, print/design/out of home and digital/technology.

Experiential Campaign of the Year
What to enter: Work that created an innovative way for consumers to interact with or experience a brand in the real world. Branded experiences, direct mail, product innovations and other ideas that allow consumers to "live" the brand.
What the jury looks for: An original interaction that brought the brand to life and created meaningful impact.

Film/TV/Video of the Year
What to enter: Broadcast or digital film, television or video advertising.
What the jury looks for: A fresh point of view, strong strategy, impact and exceptional craft.
Entry guidance: Films longer than 60 seconds are eligible, but entrants should consider Branded Entertainment/ Content Campaign of the Year when entertainment or long-form storytelling is the primary format.

Print/Design/Out-of-Home Work of the Year
What to enter: Print, design or out-of-home advertising.
What the jury looks for: A strong combination of idea and craft, including how the format, media placement or physical environment increased the work's impact.

Creativity Awards Category Descriptions

Ad Age A-List & Creativity Awards

Continued from page 8

Social Campaign of the Year
What to enter: Brand work created for social platforms.
What the jury looks for: Original platform strategy, a distinctive brand voice and meaningful engagement with audiences. Explain how the work used the behavior or features of the selected platforms and include evidence of effectiveness.

Sports Campaign of the Year NEW
What to enter: Work that used sport as the central creative strategy. Eligible entries may be built around a sporting event, athlete or team partnership, an athlete's story, fan culture or another insight rooted in sports.
What the jury looks for: A campaign where the sports insight drove the idea itself and created cultural relevance and measurable impact. Show why sport was essential to the strategy, not simply the setting, media environment or talent choice.
Not eligible: Work where sport served only as the media environment, such as a general-audience campaign that happened to run during a game, or where an athlete appeared without a meaningful connection between sport and the creative idea.

Tiny But Mighty
What to enter: A small-format, small-budget or otherwise constrained idea that created outsized impact. Social posts, pre-roll, GIFs, small placements, limited media buys or other tightly constrained executions.
What the jury looks for: Creative ingenuity and clear evidence that the idea achieved more than its scale or budget would suggest. State the constraint and show the impact.

PEOPLE CATEGORIES

Account Manager of the Year
Who should enter: Account professionals at agencies at any level.
What the jury looks for: An individual who protected, sold and helped shape standout ideas that affected a client's business. Explain what the nominee personally did, how they influenced the work or relationship and why the outcome would have been different without their leadership.

Chief Creative Officer of the Year
Who should enter: Top-level creative leaders at agencies or brands. CCOs with different scopes and levels of responsibility are eligible.
What the jury looks for: Leadership that strengthens creativity across people, work and culture, not only within the creative department. Show how the nominee built teams, improved the creative environment and influenced significant work or business outcomes.

Chief Strategy Officer of the Year
Who should enter: Top-level agency strategy executives.
What the jury looks for: Strategic leadership that advances agency or client business through innovative and effective initiatives. Strong entries also show how the nominee's leadership and team-building strengthened the agency beyond the strategy department.

Creative Director of the Year
Who should enter: Creative leaders from creative director through executive creative director at agencies or brands.
What the jury looks for: Leadership that produced standout work and strengthened a creative team. Entries may include portfolios, team achievements and testimonials.
Entry guidance: Teams may enter, but each member should have contributed to every campaign submitted.
Not eligible: Associate creative directors should enter Creative of the Year. Chief creative officers should enter Chief Creative Officer of the Year.

Creative of the Year
Who should enter: Copywriters, art directors, digital creatives and other creative professionals at agencies or brands, up to and including the associate creative director level.
What the jury looks for: Groundbreaking ideas with creative and business impact. Make the nominee's specific role clear and support the entry with work examples, achievements and testimonials.
Entry guidance: Teams may enter, but each member should have contributed to every campaign submitted.

Creative Technologist of the Year
Who should enter: Creative technologists and other creatives whose use of digital tools or technology led to breakthrough work.
What the jury looks for: A clear connection between the nominee's technical expertise, the creative idea and the result. Explain what the nominee personally developed or enabled.

Diversity & Inclusion Champion of the Year
Who should enter: Individuals who have made the marketing or advertising industry more diverse and inclusive, including brand or agency executives and creatives.
What the jury looks for: Exceptional creativity and meaningful, measurable impact. The contribution may be a focused idea or a major initiative, but the entry should show what changed because of the nominee's work.

Media Planner of the Year
Who should enter: Media planners at advertising, media and PR agencies.
What the jury looks for: Innovative media thinking that improved a campaign, brand or product launch. Entries should identify the nominee's specific contribution and show how the media plan created a stronger audience experience or business result.

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Continued from page 9

Social Lead/Community Manager of the Year

Who should enter: Creatives, strategists, community managers or executives working in social media at agencies or brands.
What the jury looks for: Original thinking that helped a brand use established or emerging social platforms in a new and effective way. Strong entries demonstrate both creativity and measurable results.

Strategic Planner of the Year

Who should enter: Strategy executives at advertising, media and PR agencies.
What the jury looks for: A planner who identified powerful insights and helped translate them into effective brand ideas. Show the nominee's direct effect on specific work, a client business or a product launch.
Not eligible: Top-level agency strategy executives should enter Chief Strategy Officer of the Year.

CREATIVE MARKETING CATEGORIES

Brand of the Year

Who should enter: Brands with a sustained body of outstanding advertising and marketing during the eligibility period.
What the jury looks for: Consistent creative excellence across platforms, supported by business or brand impact. The body of work matters more than a single campaign or execution.

Brand CMO of the Year

Who should enter: Chief marketing officers and other top-of-the-marketing-function leaders at brands.
What the jury looks for: Leadership that built, repositioned or renewed a brand through ingenuity, innovation and creativity. Show the nominee's own ideas and decisions, not only work they approved.
Not eligible: Agency executives, including agency chief marketing officers, should enter Agency Executive of the Year.

Best Brand/Product Launch

What to enter: A consumer brand or product that debuted during the eligibility period.
What the jury looks for: A distinctive offering, innovative marketing and early evidence of market or business success. Explain the brand or product, its origin, the launch strategy and why it is positioned for continued growth.

Best Brand Social Media

Who should enter: Brands demonstrating skill and originality in social media.
What the jury looks for: Authenticity, creative flair and fluency in social media, supported by business results.

Best Partnership/Collaboration

Who should enter: A project developed by two or more brands or organizations that were active participants in its creation.
What to enter: Co-branded products, campaigns and other collaborative programs.
What the jury looks for: Innovative and creative thinking that elevates both participants. Explain each partner's role and how both actively contributed to the project.

Best Rebrand

What to enter: A rebrand or new brand identity developed during the eligibility period.
What the jury looks for: A new direction that makes the brand feel fresh while preserving the elements of its identity that made it successful. Include assets showing the rebrand and explain the thinking behind it.

Best ROI: Work that Works

What to enter: Innovative creative work or campaigns that produced remarkable business results for a client.
What the jury looks for: A clear connection between the creative idea and business success. Include publishable metrics showing how the work drove sales or another significant business result.

Future Brand Leader

Who should enter: Emerging marketing or creative executives on the client side, including brand managers and more junior executives making an outsized impact on their organizations.
What the jury looks for: Standout performance in marketing or advertising, supported by the nominee's work, ideas and other accomplishments during the eligibility period.

Continued from page 10

PRODUCTION CATEGORIES

Production Company of the Year and A-List

See the A-List Awards. This category is part of the A-List Awards and is selected by Ad Age editorial staff.

Agency Producer of the Year

Who should enter: Agency-side producers at any level.
What the jury looks for: A producer who was essential to realizing ambitious or difficult work. Explain what the nominee personally contributed, the challenges they solved and how their leadership affected the final result. For senior producers, include their effect on the agency's broader creative output.
Not eligible: Agency Heads of Production should enter the Head of Production (Agency) category.

Director of the Year

Who should enter: Directors working in traditional film, digital, new media or experiential production.
What the jury looks for: Excellence of craft, a distinctive vision and impact on advertising, marketing or culture. Submit the versions of the work that officially aired or ran, not director's cuts, and explain the director's contribution to each project.

Director to Watch

Who should enter: Directors who have worked professionally in advertising for five years or fewer.
What the jury looks for: Exceptional craft, a distinctive emerging voice and clear potential to influence advertising, marketing or culture. Submit official versions of the work and explain the director's role and vision.

Editor of the Year

Who should enter: Editors whose work during the eligibility period demonstrates exceptional accomplishment in advertising and marketing.
What the jury looks for: Editing choices that materially shaped and elevated the finished work. Explain the editor's approach and why the edit was essential to each piece.

Editor to Watch

Who should enter: Editors who have worked professionally in advertising for five years or fewer.
What the jury looks for: An emerging editing talent whose choices consistently improve the work. Explain the nominee's approach, contribution and future potential.

Editorial Company of the Year

Who should enter: Editorial companies and postproduction companies that offer editing services.
What the jury looks for: Quality, innovation, impact and breadth across the company's work during the eligibility period.
Entry guidance: Submit one entry representing the best work from all offices. Include official cuts and clearly describe the company's contribution to each project.

Executive Producer of the Year

Who should enter: Executive producers at production companies.
What the jury looks for: Leadership that strengthened the company, championed exceptional work and developed a compelling roster of established and emerging directors. Include work examples and explain the nominee's vision and actions during the eligibility period.
Not eligible: Agency producers should enter Agency Producer of the Year.

Head of Production of the Year (Agency)

Who should enter: Heads of production at agencies.
What the jury looks for: Leadership and creativity that enabled the agency to produce ambitious work, develop talent and improve its overall creative output. Explain the nominee's specific contribution to the team, process and finished work.

Head of Production of the Year (Production Company)

Who should enter: Heads of production at production companies.
What the jury looks for: An executive whose vision, tenacity and operational leadership helped producers and artists realize demanding creative work. Explain why the nominee is essential to the company's operations and output.

Music & Sound Company of the Year

Who should enter: Music and sound companies and postproduction companies offering music or sound services.
What the jury looks for: Innovative, impactful contributions to advertising through music or sound design.
Entry guidance: Submit one entry representing the best work from all offices. Include official versions of the work and explain the company's contribution to each project.

VFX Company of the Year

Who should enter: Visual-effects companies and postproduction companies offering VFX services.
What the jury looks for: Quality, craftsmanship, innovation, breadth of artistry and impact on advertising and the broader filmmaking world.
Entry guidance: Submit one entry representing the best work from all offices. Include official versions of the work and explain the company's contribution to each project.

General FAQ

What's new for 2027?

Three updates expand the 2027 Ad Age A-List & Creativity Awards:

- **A-List eligibility expands to Canada.** Agency of the Year and A-List and several additional A-List categories are now open to eligible agencies based in the U.S. and Canada.
- **New A-List category: Comeback Agency of the Year.** Previously selected from the broader A-List entrant pool, Comeback Agency of the Year is now a standalone category for agencies that can demonstrate a significant turnaround and renewed momentum.
- **New Creativity Awards category: Sports Campaign of the Year.** The category recognizes work where sport is central to the creative strategy, including campaigns built around sporting events, athletes, teams or fan culture.

What is the eligibility period?

Entries should focus on achievements that occurred or work that debuted and ran between Dec. 1, 2025, and Dec. 31, 2026. The work or achievements being evaluated must fall within this period. Elements may have launched earlier or continued afterward, provided the entry clearly identifies what took place during the qualifying period. Earlier or later results may be included when they directly help demonstrate the effect of eligible work.

Can I enter from outside the U.S.?

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

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

- Agency of the Year and A-List
- B2B Agency of the Year
- Comeback 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
- PR Agency of the Year
- Social Media/Influencer Agency of the Year
- Sports/Entertainment Agency of the Year

The following A-List categories are open to entrants anywhere in the world:

- Agency Executive of the Year
- Agency Network of the Year
- Creative Agency of the Year
- Independent Agency of the Year
- Independent Agency Network of the Year
- International Agency of the Year
- Production Company of the Year and A-List

Who evaluates the entries?

Ad Age editorial staff select honorees in all A-List categories, including Production Company of the Year and A-List.

The Creativity Awards are chosen by juries curated and led by Ad Age.

Which category should I choose?

Choose the category that most closely reflects the primary achievement you want Ad Age judges to evaluate. Read the complete category description, eligibility requirements and submission questions before entering.

Ad Age judges may move an entry to a more appropriate category during the review process. Entrants may opt out of category reassignment in the entry form where offered.

Can a U.S. or Canadian agency enter work that ran in another country?

Yes. Work submitted by an eligible U.S. or Canadian agency does not need to have run in the U.S. or Canada. International client work and campaigns created for other markets may be included as long as the agency and work otherwise meet the category requirements.

Can integrated agencies enter the A-List?

Yes. Integrated agencies may enter any A-List category for which they meet the eligibility requirements.

Can I enter the same work in more than one category?

Yes. You may enter the same work in multiple categories as long as it meets the criteria for each category. Submit a separate entry for each category and tailor the entry to what that category evaluates.

Can I enter again if i entered or won in a previous year?

Yes. Previous entrants and honorees may enter again as long as the 2027 submission meets the current category requirements and focuses on eligible work or achievements.

Can I enter a duo or team in a people category?

Yes, where the category allows it. Two people may enter together if they share the same title and the submitted work and achievements apply to both as a team. If their roles or contributions are different, submit separate entries.
For Creative Director of the Year and Creative of the Year, teams may enter as long as each member contributed to every campaign submitted.

Can I mark information confidential or for judging purposes only?

No. Anything included in an entry should be considered public information. There is no field for explicitly confidential information, and entrants should anticipate that submitted information may become public if the entry is recognized. This includes data, quotes and other details in case study videos or materials.

Information marked confidential, off the record or not for publication cannot be considered as part of the evaluation. Ad Age must be able to explain why an entrant has been recognized.

Requests to remove information during or after judging may result in disqualification.

→

General FAQ

Continued from page 12

What materials do I need?

Requirements vary by category. Review the applicable entry form before beginning and gather:

- Written responses
- Accurate and publishable results
- Images, videos, work samples or case studies
- Testimonials when requested
- A high-resolution photo for people, agency or company entries where requested

How long should videos and case studies be?

Keep videos and case studies concise. Two to five minutes is a useful benchmark; 10 to 15 minutes is generally too long.

For Production categories, provide the work requested in the entry form even if it exceeds that guideline.

How large can my files be?

Files uploaded directly to the awards platform, including photos and videos, must be 2GB or less. For anything larger, provide a link that must remain accessible through May 30, 2027.

Embedded hyperlinks are not supported within the platform. To direct judges to a website or external file, include the full URL in the appropriate field.

Accepted file types: mov, mp4, jpg, png, pdf, ppt, docx.

Do I need to disclose AI use?

Yes. Entrants must disclose whether artificial intelligence was used to write, edit or generate any part of the submission materials, including written responses, case-study videos, mockups or supporting materials.

This disclosure concerns the preparation and presentation of the entry. It does not refer to AI used in the work or campaign being entered.

When is the final deadline?

The final deadline is Dec. 1, 2026, at 5 p.m. ET.

How much does it cost to enter?

Standard pricing is $575 per category through Nov. 3, 2026, at 11:59 p.m. ET.

Final deadline pricing is $750 per category through Dec. 1, 2026, at 5 p.m. ET.

Any entries submitted after the final deadline of Dec. 1 will automatically incur a processing fee of $200 per entry. Those submitted after Dec. 15 will incur an additional fee of $350 per entry.

Entry fees are nonrefundable after submission.

What forms of payment are accepted?

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.

Can I edit an entry after I submit?

No. After an entry is submitted and paid for, it cannot be edited through the platform.

Contact awards@adage.com if the entry contains factually incorrect information. Changes cannot be made after judging begins. Requests to remove information during or after judging may result in disqualification.

When will finalists be announced?

Creativity Awards finalists will be contacted by the Ad Age awards team and announced on AdAge.com in late March 2027.

Ad Age does not publish a finalist list for the A-List Awards.

When and how are winners announced?

A-List winners will be notified in February 2027 and published on AdAge.com in March.

Creativity Awards finalists will be announced on AdAge.com in late March. Creativity Awards winners will be revealed live at the 2027 Ad Age A-List & Creativity Awards Gala.

All winners will be celebrated at the gala in New York City on May 20, 2027.

When is the gala and how can I buy tickets?

The 2027 Ad Age A-List & Creativity Awards Gala will be held May 20, 2027, in New York City.

Ticket information will be posted at adage.com/events-awards when available.

I'm having a technical problem. Who can help?

Contact awards@adage.com. Include your name, application ID and a description or screenshot of the error.

Why is my AdAge.com login not working on the entry site?

Your AdAge.com account is separate from the account used for the A-List & Creativity Awards entry platform.

When you select "Enter now," register for an awards-platform account unless you have submitted to the A-List & Creativity Awards before and already have one.

Contact awards@adage.com if you continue to experience login problems.

How to Enter the A-List Awards

Ad Age A-List & Creativity Awards

STEP 1: CHOOSE THE RIGHT CATEGORY

Review the category description and confirm:

- The agency, company, network or executive is eligible.
- The geography and organizational structure meet the category requirements.
- The achievements fall within the eligibility period.
- You can provide the requested financial, business, team and portfolio information.

STEP 2: CREATE YOUR ENTRY TITLE

Use the following format:
Agency, company or brand:
Company Name
Individual:
Nominee Name, Company Name

Do not add taglines, descriptors or promotional language to the entry title. Use only the name(s) requested above.

Entering more than one category? After submitting an entry, you can copy it to create another entry. Review every copied response and tailor it to the new category before submitting.

STEP 3: PROVIDE CONTACT AND COMPANY INFORMATION

Provide the primary contact for questions about the entry and awards notifications.

The entry form may request:

- Contact name, email and phone number
- Whether the submitter works for the entrant or is a third-party representative
- Exact name for trophies and official awards materials
- Agency or company name and headquarters
- Year established
- Office locations
- Full-time headcount
- Ownership and principal leaders
- Revenue for the last three years, where requested. Revenue helps Ad Age evaluate business performance and must be publishable.
- Top three clients by revenue

STEP 4: MAKE THE CASE

A strong A-List entry explains why the entrant stands out during the eligibility period and supports the argument with specific evidence.

Focus on:

- **What shaped your year:** Summarize the year's most important successes, challenges and accomplishments, with specifics relevant to the category you are entering.
- **Agency growth and strengths:** Explain what is driving the business, why clients choose the agency and where growth is coming from. Include significant account wins and losses, revenue sources and other business developments.
- **Leadership and culture:** Show how leadership, innovation or workplace practices strengthened the agency. Examples may include new ways of working, compensation models, technology, talent strategies or new revenue streams.
- **Workforce representation:** Show how diversity strengthens the agency and its work. Include demographic data for the agency overall, senior leadership and the creative department, along with year-over-year changes and steps taken to improve representation and inclusion.

Use results, comparisons and concrete examples rather than broad claims.

STEP 5: BUILD THE PORTFOLIO

Include three to six distinct campaigns that meet the eligibility period.

For Creative Agency of the Year, you may submit up to 10 distinct campaigns.

Campaigns may be for the same client, but a range of work for different clients can strengthen the entry.

For each campaign, provide:

- Campaign name
- Client
- Agency role
- Client challenge and objective
- Central idea and execution
- Results and relevant benchmarks
- Supporting files or links

STEP 6: ADD SUPPORTING MATERIALS

Upload materials that help Ad Age judges understand and evaluate the entry.

Prioritize:

- Finished creative work
- Evidence of results
- A concise case study
- Testimonials when requested
- A current high-resolution photo when requested

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 May 30, 2027.

Accepted file types: mov, mp4, jpg, png, pdf, ppt, docx.

Do not upload several files that show substantially the same material.

Continued from page 14

STEP 7: COMPLETE THE DISCLOSURES

Before submitting, confirm that:

- The entry is accurate and truthful.
- The work was legitimately created, commissioned and executed as described.
- Results and financial information are accurate.
- The entry contains no confidential information.
- The AI-use disclosure is complete.

STEP 8: REVIEW, SUBMIT AND PAY

After payment, you will not be able to edit the entry through the platform.

Before submitting, check:

- Category selection
- Eligibility dates
- Names and titles
- Financial and performance data
- Required checkboxes and disclosures
- All links and files work.

Entry fees are nonrefundable after submission.

How to Enter the Creativity Awards

Ad Age A-List & Creativity Awards

STEP 1: SELECT THE ENTRY TYPE

Creativity Awards categories recognize:

- **Work:** Campaigns, executions and creative ideas
- **People:** Individual talent and leadership
- **Creative marketing:** Brands, marketers, launches and partnerships
- **Production:** Companies, directors, producers, editors and production people

Choose the category that best matches what the jury should evaluate.

STEP 2: CONFIRM ELIGIBILITY

Confirm that:

- The work or achievements fall within the eligibility period.
- The entrant meets any role, experience, client or company requirements.
- The submitted work was legitimately created and ran in a real media, marketplace or audience environment.
- You can provide publishable evidence and supporting materials.

Do not enter speculative work or work created only to qualify for awards.

STEP 3: CREATE THE ENTRY TITLE

Use the following format:
Campaign:
Campaign Name for Client Name, Agency Name
Individual:
Nominee Name, Company Name
Brand or company:
Brand or Company Name

Do not add taglines, descriptors or promotional language to the entry title. Use only the name(s) requested above.

Entering more than one category? After submitting an entry, you can copy it to create another entry. Review every copied response and tailor it to the new category before submitting.

STEP 4: EXPLAIN THE IDEA AND IMPACT

For Work entries, clearly explain:

- The challenge or objective
- The central idea
- How the idea was executed
- The entrant's specific role
- The results and why they matter

For People entries, clearly explain:

- The nominee's role and scope
- The challenge or opportunity
- The nominee's specific decisions and actions
- The effect on the work, team, client or business
- Evidence and testimonials supporting the entry

For brand and company entries, explain the body of work, business context and sustained impact during the eligibility period.

STEP 5: UPLOAD SUPPORTING MATERIALS

Use work samples that allow the jury to understand the idea quickly and evaluate the finished execution.

Prioritize:

- Officially released or aired versions of the work
- Images or videos showing the experience or execution
- Results and supporting documentation
- A concise case study when useful
- Testimonials for people categories

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 May 30, 2027.

Accepted file types: mov, mp4, jpg, png, pdf, ppt, docx.

STEP 6: COMPLETE THE DISCLOSURES

Before submitting, confirm that:

- The entry is accurate and truthful.
- The work was legitimately created, commissioned and executed as described.
- Results and financial information are accurate.
- The entry contains no confidential information.
- The AI-use disclosure is complete.

STEP 7: REVIEW AND SUBMIT

Before submitting, confirm that:

- Eligibility dates are clearly identified.
- The primary entrant's role is clear.
- Results are accurate, publishable and supported.
- All collaborators are credited.
- Files and links work.

After payment, entries cannot be edited through the platform.

Entry fees are nonrefundable.

Submission Standards and Disclosures

PUBLICATION AND CONFIDENTIALITY

Anything included in an entry should be considered public information. Do not submit material that cannot be published when the awards are announced.

Information marked confidential, off the record or not for publication cannot be considered during evaluation. Materials submitted may be used in Ad Age coverage, awards materials and the creative production of the gala.

Requests to remove information during or after judging may result in disqualification.

ACCURACY AND VERIFICATION

Submit only real, legitimately produced work and accurate results.

Exaggerated results, inaccurate financial information, misleading or fabricated case studies and speculative work presented as completed work may result in disqualification.

Ad Age may request documentation to verify any claim at any point in the process. Ad Age reserves the right to disqualify an entry or restrict future participation for violations.

AI USE DISCLOSURE

Entrants must disclose whether AI was used to write, edit or generate any part of the submission materials, including written responses, case-study videos, mockups or supporting materials.

This disclosure concerns the preparation of the submission. It does not refer to AI used in the work or campaign being entered.

If AI was used, entrants should identify the tool or type of tool and briefly explain which submission materials it helped create or edit.

Using AI to prepare submission materials will not affect how the entry is judged. The disclosure is required for transparency only.

CATEGORY REASSIGNMENT

Ad Age judges may move an entry to a more appropriate category during the review process.

Where the entry form provides an opt-out, selecting “Do not consider my entry for another category” means the entry will be evaluated only in the category originally selected.

A move is not guaranteed, and entrants remain responsible for selecting the most appropriate category.

AWARD AVAILABILITY

Ad Age may add, combine or withhold awards based on the quality, number and fit of the entries received. Entering a category does not guarantee that a finalist, winner or honoree will be selected.

Terms & Conditions

Ad Age A-List & Creativity Awards

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 meets 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/ACAwards2027. 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/ACAwards2027.

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.

All work entered into any of the categories of the 2027 Ad Age A-List & Creativity Awards must be work that was legitimately created, commissioned and executed as described. This includes any use of artificial intelligence (AI) tools or processes in preparing entry forms, which must be transparently disclosed and accurately represented. Exaggerated results, inaccurate financials, misleading or fabricated case studies, speculative work presented as real, or undisclosed/inauthentic use of AI are grounds for disqualification. Ad Age may request verification at any point in the process and reserves the right to disqualify entries or bar future participation for any violations.

Entries will not be acknowledged or returned. Entries will be accepted until Dec. 1, 2026 at 5 p.m. ET.

A-List winners will be announced in March 2027. Creativity finalists will be released late March 2027. Creativity winners will be announced live at our Gala event on May 20, 2027.

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 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 Standout 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.

Continued from page 18

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.

NEED HELP WITH AN ENTRY?

Review the category description and FAQs first.
For questions not answered there, contact awards@adage.com.

Entry Site
AdAge.com/ACAwards2027

Gala Information
Check for updates at AdAge.com/events-awards.