



campaign
AGENCY
OF THE
YEAR
US

2020 Entry kit
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GENERAL INFORMATION

Campaign Agency of the Year US is open to all advertising, creative, digital, media, PR, independent and specialist agencies. Campaign's Agency of the Year US recognizes inspired leadership, creative excellence, outstanding business performance and overall achievements for both agencies and individuals.

KEY DATES

Early Bird Entry Deadline: Thursday, November 12, 2020
Standard Entry Deadline: Thursday, November 19, 2020
Shortlist Announced: Early January 2021
Winners Revealed: February 2021

NOTIFICATION OF SHORTLIST AND WINNERS

1. Shortlisted entries will be announced on www.aoyawardsus.com and CampaignLive.com. Shortlisted entrants will also be notified by email.
2. Winners will be announced via www.aoyawardsus.com and CampaignLive.com. Winners will also be notified by email.

FEES

Early Bird Fee (valid until November 12) \$550 per entry
Standard Fee (valid until November 19) \$625 per entry

- Entry fees are due upon submission.
- No refunds will be made for incorrect, withdrawn, duplicated or disqualified entries.

ELIGIBILITY

Entries will be accepted from the entire North American region. All entries must relate to work and achievements ONLY during the period December 2019-November 2020. Written entries that do not focus on the eligibility period and include achievements outside the review period will be disqualified. Campaign reserves the right to reject work it feels does not comply with the spirit of the awards.

SUBMITTING AN ENTRY

Registration details: Please provide contact details for someone in your company that we can contact about the entry.

Category: Select from 7 Agency categories and 8 people categories

Payment: Confirm your payment details and submit your entry, you will then receive an automated confirmation email.





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AGENCY CATEGORIES

MEDIA AGENCY

Judges will take into account achievement against objectives, scope of operation, business growth, client profile and disciplines, new business wins, client retention and relationships, awards and recognition within the eligibility period, staff retention and development initiatives, and how the agency has played a positive role in the advancement and reputation of the industry during the review period, including examples of work, promotions and initiatives that lead the industry.

ADVERTISING AGENCY

Judges will take into account achievement against objectives, creative output, scope of operation, business growth, client profile and disciplines, new business wins, client retention and relationships, awards and recognition within the eligibility period, staff retention and development initiatives, and how the agency has played a positive role in the advancement and reputation of the industry during the review period, including examples of work, promotions and initiatives that lead the industry.

DIGITAL INNOVATION AGENCY

Judges will take into account achievement against objectives, including how the agency has helped maximize their clients' marketing programs in terms of return on investment, creative output, scope of operation, business growth, client profile and disciplines, new business wins, client retention and relationships, industry recognition within the eligibility period, staff retention and development

initiatives, and how the agency has played a positive role in the advancement and reputation of the industry during the review period, including examples of work, promotions and initiatives that lead the industry.

PR AGENCY

Judges will take into account achievement against objectives, creative output, scope of operation, business growth, client profile, client growth and retention, talent retention and development, innovation in the PR sector, awards and recognition, and examples of how the agency has played a positive role in the advancement and reputation of the industry during the review period, including examples of work, promotions and initiatives that lead the industry.

PRODUCTION AGENCY

Judges will take into account creative output on behalf of clients, including films, digital videos, graphic design and website development. The judges will look at craft and quality, as well as results from the company work on behalf of its clients.

BRAND EXPERIENCE AGENCY

Judges will take into account achievement against objectives, including how the agency has helped maximize their clients' marketing programs in terms of return on investment, creative output, scope of operation, business growth, client profile and disciplines, new business wins, client retention and relationships, industry recognition within the eligibility period, staff retention and development initiatives, and how the agency





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has played a positive role in the advancement and reputation of the industry during the review period, including examples of work, promotions and initiatives that lead the industry

INDEPENDENT AGENCY

Independent agencies and agencies that are not majority owned by a holding company or network are eligible to enter the 'Independent Agency of the Year' category. All disciplines are welcome. Entrants must be majority-independent owned, or at minimum 51 percent privately held. Agencies that are not eligible are those who are either majority or fully backed by a holding company. Judges will take into account achievement against objectives, creative output, scope of operation, business growth, client profile and disciplines, new business wins, client retention and relationships, awards and recognition within the eligibility period, staff retention and development initiatives, and how the agency has played a positive role in the advancement and reputation of the industry during the review period, including examples of work, promotions and initiatives that lead the industry.

ADVERTISING NETWORK

This category recognizes the best agency network specializing in creative/advertising.

MEDIA NETWORK

This award recognizes the very best agency networks specializing in media management.

DIGITAL NETWORK

This award recognizes agency networks specializing in providing the best digital solutions.

PEOPLE CATEGORIES

AGENCY HEAD

The award recognizes the heads of agencies nationally who have individually done the most to advance their agency/network in the industry. Judges will consider the individual's achievements during the eligibility period, including achievement against objectives, size of local operation, client profile and disciplines, new business wins, client retention, personal involvement in staff development initiatives, innovation with results, agency/network development and contribution to the role or image of the marketing communications industry in his or her market

ACCOUNT PERSON

The award recognizes professionals responsible for the account management of a single office (or multiple offices in the same region), who have displayed the most innovation, skills and enthusiasm in bringing the benefits of advertising to their clients' businesses resulting in the development of solid business relationships. Judges will consider contribution to the agency and clients, client relationship management, client retention as well as new business wins and positive organic growth for clients.

CREATIVE PERSON

The award recognizes creative directors who have produced the best work for an individual office (or multiple offices in the same region) during the review period and have not only set the standard for creative excellence but have also raised the bar for innovation and disruptive big ideas. Judges will consider recognition received at





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the major recognized award shows and - if they are in a senior leadership role - the individual's contribution to staff development initiatives, particularly their involvement in nurturing young talent, and how their work has contributed to the role or image of advertising in the region. Samples of the nominee's work will be required as support materials.

MEDIA PLANNER

This award is for the planning professionals who have made the biggest impact on their clients' advertising through the creative and effective use of media during the review period. Judges will consider the individual's contribution to agency and client, as well as strategic skills, examples of approaches to problem solving and ability to intelligently recommend and explore new and diverse platform options.

STRATEGIC PLANNER

This award is for the planning professionals who have made the biggest impact on the clients' business through development of breakthrough consumer strategies, helped maximize their clients' marketing programs in terms of return on investment, creative output, scope of operation, business growth, client profile and disciplines, new business wins, client retention and relationships, industry recognition within the eligibility period, staff retention and development initiatives, and how the agency has played a positive role in the advancement and reputation of the industry during the review period, including examples of work, promotions and initiatives that lead the industry.

YOUNG ADVERTISER

This award is eligible for advertising professionals who've entered the industry in the last 5 years.

TEAM AWARDS

NEW BUSINESS DEVELOPMENT TEAM

This award is for the new business development team who has proven to have built and developed a new account or expanded the services of an established client relationship. Judges will consider solid examples of leadership in new business development initiatives that contributed to the success and financial growth of the agency.

TALENT MANAGEMENT TEAM

This award recognizes the talent management team who has most effectively aligned the network's people strategies with business outcomes during the review period. Judges will consider the individual's/team's ability to develop and implement effective talent management strategies that include talent acquisition and retention, learning and staff development, succession planning and management, agency culture integration as well as reward and recognition initiatives.

CORPORATE COMMUNICATIONS/MARKETING TEAM

Open to the communications or marketing team within the agency, this award recognizes success in addressing issues related to corporate communications, reputation,





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brand-building, corporate campaign execution and media relations. Judges will look for ability to establish/ reinforce communications' role in the agency and the C-suite; impact on the agency's broader reputation; creativity and originality of programs; and the strategy and execution of those programs, as well as their bottom-line impact.

ENTRY STRUCTURE/CRITERIA

SUPPORTING MATERIALS

Please remember that the written entry should be considered the key part of your submission. The support materials submissions allow you to provide examples of work and initiatives carried out and outline financial revenue. Support materials could include case studies, videos, websites and even data reports etc., and should be provided in digital format ONLY, and limited to maximum file size 50MB (exception for video: up to 250MB). JPEG, PDF, URL and MP3 accepted.

COMPULSORY MANAGEMENT ENDORSEMENT

To ensure that all the information submitted and provided in your entry submission are true and accurate, your entry must be endorsed, authorized and signed off by your CFO/CEO.

AGENCY CATEGORIES

Media Agency
Advertising Agency
Digital Innovation Agency

PR Agency
Brand Experience Agency
Independent Agency

For all agency categories, nominated agencies may be either independent or part of a regional network. Entries may be a single office or national entry at the discretion of the entrant. However, it is essential to specify the scope of jurisdiction of the agency if it has a hand in the operations of other offices in the same country. All entries for the Agency categories should follow the criteria outlined below.

Each entry should include the following:

Introduction - provide basic information of your agency, set out your stall, agency philosophy and identify the key leaders of the business (Up to 1,000 words)

Clients and the work - outline notable projects worked on within the last 12 months and provide a summary of major client relationships (Up to 1,000 words)

Business Performance - provide details of new business wins, successful strategies for organic growth and processes taken to achieve business development goals (Up to 1,000 words)

Leadership - describe your company culture, examples of thought-leadership and how your business is leading the industry (Up to 1,000 words)

Talent - outline your approach to talent recruitment and provide evidence of improved staff retention and diversity of your staff (Up to 1,000 words)

Summary

Support Material (Optional)





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Covid Response - How has the business responded to COVID-19 internally? (up to 500 words)
How has the business responded to COVID-19 for clients? (up to 500 words)

PEOPLE CATEGORIES

For people in charge of a single office or multiple offices across one region
Agency Head
Account Person
Creative Person
Strategic Planner
Media Planner

All entries for the People categories should follow the criteria outlined below.

Introduction - including personal attributes and core values (Up to 1,000 words)

Strategy - describe successful strategies or initiatives implemented in your role within the last 12 months and how they have advanced the business (Up to 1,000 words)

Summary of your achievements (Up to 1,000 words)

Support Material (Optional)

TEAM CATEGORIES

For teams in charge of a single office or multiple offices across one region.
Corporate Communications/Marketing Team of the Year
New Business Development Team of the Year

All entries for the team categories should follow the criteria outlined below.

Introduction - including personal attributes and core values (Up to 1,000 words)

Strategy - describe successful strategies or initiatives implemented in your role within the last 12 months and how they have advanced the business (Up to 1,000 words)

Summary of your achievements (Up to 1,000 words)

Support Material (Optional)

QUESTIONS?

Contact Liz Clayton,

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