

2017 ANA MULTICULTURAL EXCELLENCE AWARDS

17TH ANNUAL



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2017 ANA Multicultural Excellence Awards

Campaign submitted by *

- Agency
 Client
 Media Company
 Other

Agency Information

Agency Name *

Agency Logo *

Logos must be uploaded in Adobe Illustrator or EPS formats only.

No file chosen

Agency Contact Name *

Agency Contact Title *

Agency Address *

Street Address

Line 2

City

Country

State / Province

Zip / Postal Code

Agency Contact Email *

Agency Contact Phone *

Client Information

Client Company Name *

Client Product/Brand Logo *

Logos must be uploaded in Adobe Illustrator or EPS formats only.

No file chosen

Client Contact Name *

Client Contact Title *

Client Address *

Street Address

Line 2

City

Country

United States

State / Province

Select

Zip / Postal Code

Client Contact Email *

Client Contact Phone *

Submission Information

Product or Brand Name *

Campaign Title *

Campaign Activation Dates *

What period of time did the campaign cover?

Media Plan Instructions

For full media plan preparation instructions, for the next question, please refer to [the following page](#).

Media Plan

Please upload your media plan for the campaign. Include details/calendars outlining campaign dates and media runtimes.

No file chosen

Submission Category *

- African-American
- Asian
- Hispanic
- LGBT (Lesbian, Gay, Bisexual & Transgender)
- People with Disabilities
- Audio - Radio, Internet Radio, and Podcasts
- Print
- Digital/Social/Mobile
- Total Market
- Business-to-Business
- Experiential Marketing

Demographic Target *

For example, millennials, boomers, age, income etc. For Asian entries, also note specific segment, e.g., Korean.

Creative Entries Details

List the caption/title and media type for each of your two pieces of work. The People with Disabilities category only requires one piece of work. **SIZZLE REELS ARE ACCEPTED FOR BOTH THE DIGITAL, SOCIAL, AND MOBILE AND EXPERIENTIAL MARKETING CATEGORIES ONLY.**

Creative Entry #1 Caption/Title

Creative Entry #1 Media Type

- Digital Media (including banners, mobile, animated, and/or takeovers)
- Direct Mail
- Email
- Microsite
- Out-of-Home (OOH)
- Point of Sale (POS)
- Print
- Audio (radio, internet radio, podcasts)
- Sizzle Reel (Digital, Social & Mobile and Experiential Marketing Categories only)
- Social Media

- Audio (radio, internet radio, podcasts)
- Sizzle Reel (Digital, Social & Mobile and Experiential Marketing Categories only)
- Social Media
- Video (broadcast and/or online)
- Website (including homescreens)

Preparation of Creative

For full creative preparation instructions, for the next few questions, please refer to [the following page](#).

Creative Entry #1 File Upload

Files should follow Preparation of Creative guidelines provided above. One piece of creative only.

No file chosen

Creative Entry #1 Translations

If your entry is not in English and does not have subtitles (for video/digital media/radio), you must include a full translation of the work's content (e.g., print, email, direct mail, OOH, POS, social media, websites). Please submit as a Text, Word document, or PDF.

No file chosen

Creative Entry #2 Caption/Title

Creative Entry #2 Media Type

- Digital Media (including banners, mobile, animated, and/or takeovers)
- Direct Mail
- Email
- Microsite
- Out-of-Home (OOH)
- Point of Sale (POS)
- Print
- Audio (radio, internet radio, podcasts)
- Sizzle Reel (Digital, Social & Mobile and Experiential Marketing Categories only)
- Social Media
- Video (broadcast and/or online)
- Website (including homescreens)

Creative Entry #2 File Upload

Files should follow Preparation of Creative guidelines provided above. One piece of creative only.

No file chosen

Creative Entry #2 Translations

If your entry is not in English and does not have subtitles (for video/digital media/radio), you must include a full translation of the work's content (e.g., print, email, direct mail, OOH, POS, social media, websites). Please submit as a Text, Word document, or PDF.

No file chosen

Details about your campaign

What were the client's primary objectives for this promotion? *

Word Limit: 200

Word count: 0 / 200

Who was the target audience? *

Word Limit: 50

Word count: 0 / 50

What were the key insights? *

Word Limit: 300

Word count: 0 / 300

Additional information, insights or comments:

Word Limit: 200

Word count: 0 / 200

Significant Results (Optional Category) *

To submit for the Significant Results Category, please check the box on the submission form and fill out the required information.

- Yes
- No

Usage *

The ANA is a member-based organization which essentially offers members an advanced graduate degree in marketing, currently with 6,000+ pieces of content available in our Marketing Knowledge Center, a password-protected members-only section of the ANA website.

If you are an ANA Multicultural Excellence Awards finalist, your work will be included as part of our ANA Multicultural Excellence Awards Library within our Marketing Knowledge Center. While your consent to distribute your information is completely voluntary, we ask that you consider adding your insight and information providing the opportunity to showcase your outstanding work while advancing the industry's marketing knowledge. Please check the box if you like to showcase your work.

- Yes, we agree that the ANA may showcase our campaign and all included creative submitted.
- No, ANA shall not showcase any submitted materials.

How did you learn about the ANA Multicultural Excellence Awards? *

- Direct mail
- Email
- ANA's website
- Social media
- Portada
- AHAA
- 3AF
- MMR
- Word of mouth

SAVE

ADD TO CART