



## Sample Submission form

**NOTE:** *This is a sample form ONLY. To submit into the 2018 REGGIE® Awards, you must complete our online application at [www.reggieawards.org](http://www.reggieawards.org).*

### Entry Information

Below is the information you will need to complete your 2018 REGGIE Award Submission:  
(\* = Required Field)

\*Entry Title

\*Entry Category

### Entrant Information (Individual in charge of the submission)

\*First Name   
\*Last Name   
\*Title   
\*Organization   
\*Address   
\*City   
\*Country   
\*State   
\*Postal Code   
\*Work Phone   
\*Fax   
\*Work Email

\*Is your company a member of BAA? Yes/No

### Social Media

Twitter   
LinkedIn

### Self-Description

\*Choose one of the following that best describes you:

- I am a representative from the Agency that created or executed the campaign.  
 I am from the Brand Marketer Company whose product/services were the subject of the campaign.  
 Other

### Brand Marketer Information

Enter the main contact information of the Brand or Brand Marketer the campaign was created for. (The



agency information is required in the next portion of the form.) Please enter full contact details so that we may correctly credit any individual involved with the campaign if your entry is a finalist.

*First Name	
*Last Name	
*Title	
*Organization	
*Address	
*Phone	
*Email	

Credits: Please list all internal team members (names and titles) from the Brand Side and/or suppliers who have worked on the campaign, e.g. Brand Manager, Promotion Manager, Research and Insights. (See next part for Agency credits.)

### Agency Information

*First Name	
*Last Name	
*Title	
*Organization	
*Address	
*Phone	
*Email	

Credits: Please list all internal agency team members and or suppliers (partner agencies) who have worked on the campaign, e.g. Creative Director, Art Director, Copywriter, Strategic Planner, etc.

### Case Study

**NOTE:** The entire case study has a strict 1,000 maximum word count, excluding the summary. The summary has an additional 150 word count. The number of words allotted in each field is indicated above the text box.

#### 1. \*Business Challenge(s) & Campaign Objectives:

Please describe the business challenge(s) you faced and what objectives you set in order to accomplish and conquer your objective(s). Based on your challenge(s), what were the targets, metrics, and goals that you strove to meet?

**(200 Maximum words allowed)**



## 2. \*Insights & Strategy

*What insights and strategies did you use when planning the campaign? Please describe any research or additional insights that led you to your approach and platform.*

**(100 Maximum words allowed)**

## 3. \*Concept / Big Idea:

*Unveil your BIG idea, as clear and simply as possible. We are looking for you to impress us and excite us with the “ah-ha” solution you developed.*

**(200 Maximum words allowed)**

## 4. \*Activation / Tactics:

*Describe how you brought your idea to life. What Brand Activation tactics did you use to motivate your consumers? Include any additional marketing vehicles.*

**(200 Maximum words allowed)**



**5. \*Winning the Category:**

*Please explain how your campaign fits and relates to this specific category.*

**(100 Maximum words allowed)**

**6. \*Results / Sales / Market Share:**

*Did you meet and/or exceed your targets/index and metrics?*

*Please provide sales and market share information to support your answer. If you do not have the ability to share actual dollar increases (preferred) please index your results against another metric. For example, you could show growth was 10% above plan, 10% vs. YAG, or 10% above category norm. This is also applicable for profitability or share of market.*

**(100 Maximum words allowed)**

**7. \*Brand Building:**

*How did you build your brand and accelerate its growth development in the marketplace?*

**(100 Maximum words allowed)**



**8. \*Summary:**

*Enter a 150-word description that will be used in the event your program is a finalist.  
Please be certain it refers to the entered category.*

***Judges will be asked to read through your case study and score your submission based on the following criteria:***

1. Is the strategy in line with the insights and goals?
2. What is the level of concept originality?
3. How well were the materials integrated and activation executed? (specific to the category)
4. How strong were the results and did they achieve business objectives? (Volume/Share/Profit)
5. How well did the activation build the brand and align with the overall brand strategy?

***For information regarding your winning REGGIE entry, whom should we contact?***

\*Name: \_\_\_\_\_

\*Email: \_\_\_\_\_

\*Phone Number: \_\_\_\_\_



## **Artwork:**

### **Artwork Specifications:**

Each entry must include at least one visual with their case study and EPS versions of the entering brand and agency's logos. We accept up to 6 electronic uploads for each submission, excluding required logos, and multiple file types including images, audio or video.

### **Image Files:**

You may submit images in any of three formats: PDF, GIF, or JPG

.gif or .jpg formats must be 72 DPI

.jpg files must be in RGB color mode

.gif files must be in indexed color mode

Images files can be up to 10mb in size

### **Audio Files:**

You may submit audio files in .mp3, .mp4 or .wav, or Windows Media Audio (.wma) format. Audio files can be up to 5mb.

### **Video Files:**

Submitted Video files in Quick Time (.mov) Windows Media Player (.wmv), or MPEG Format. Video files can be up to 50mb. Please note: some videos may load slowly.

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### **Terms and Conditions:**

*You will be required to accept the below terms and conditions*

In order to assure the integrity of the REGGIE entries, protection of ANA, and the highest standards for this industry-wide award, please be aware that by entering into the REGGIE Awards you are agreeing to the below terms and conditions. In consideration of the opportunity to enter the REGGIE Awards competition, I/we hereby agree to grant the ANA, its members, employees, representatives, agents, licenses, successor and assigners (collectively "ANA" or "you") the right: To use and publish the REGGIE submission and all intellectual property constituting such (including as fully described in the Official Entry Form which is part of this agreement) in any manner and in all media in perpetuity and without royalty or any payment therefore. I/we understand in the event your entry is a finalist, the case-study will be published publicly on the ANA websites. Any supporting material will also be made available on these websites.

To have no claim against ANA et al. by reason of any use or reuse whatsoever that may occur in the exercise of the rights granted by us hereunder. To indemnify and hold the ANA and its successors and assigned et al. harmless from and against all damages, liability, cost, judgment, damage of expense including legal fees, which may be incurred by reason of the exercise of rights herein. This indemnity shall survive the end of the REGGIE Awards submission deadlines, the announcement of REGGIE Awards and subsequent years.

All submissions become the property of the ANA (physical submissions). You retain the Intellectual Property rights to the submission, subject to the rights granted to ANA above. If Agency as well as client or someone other than Client Company is submitting, then it is understood that the appropriate permissions have been granted by all parties prior to the entry being submitted. All Rights Reserved.

### **Payment:**

You may choose to pay by credit card or check. Choose your method of payment and fill out the required information.

**NOTE:** Credit card payment is preferred so your entry can be immediately entered into the awards. If you choose to pay by check, your payment must be received no later than February 15, 2018 in order for your submission to be advanced to the judging rounds. If payment is not received before or on that date, your submission will not be included in the competition.

Checks may be made payable to The ANA in U.S. funds from a U.S. Bank and mailed via UPS or FedEx to: Association of National Advertisers, 708 Third Avenue, 8<sup>th</sup> Floor, New York, NY 10017. Attn: REGGIE Awards.