



Sample Submission Form

NOTE: This is a sample form **ONLY**.

To submit into the 2019 B2 Awards, you must complete our online application at www.b2awards.com.

2019 B2 Awards Entry Submission Entry Information

Entry Title	<input type="text"/>
Submission Category	<input type="text"/>
Company Name	<input type="text"/>
Agency	<input type="text"/>
Brand	<input type="text"/>

Choose one of the following that best describes you:

- I am a representative from the agency that created/executed this program
- I am a representative from the company whose product/service is the subject of this program

Awards Entry Note

The entire awards entry submission has a strict 1000 word count. The number of words allotted in each field is indicated above the text box.

Business Challenge(s) and Program Objectives

Describe the business challenge(s) the brand/company faced and the objectives established to achieve the program goal. Include information about the target, metrics and end result the program was designed to achieve. (Maximum words allowed-200)

Insights & Strategy

What insights and strategies did you use when planning this program? Share research information or steps taken that led to the approach and platform. (Maximum words allowed-100)

Concept/Big Idea

What was the Big Idea? As simply as possible describe the “ah-ha” solution that made this program work. (Maximum words allowed-200)

Tactics/Execution

Describe how your Big Idea was brought to life. What B2B Tactics did you use to motivate your target audience (include all marketing vehicles). (Maximum words allowed-200)

Results-Sales/Market Share

Did this program meet or exceed your goal(s)? Provide support information (share or market share gains) and if allowed, actual dollar increases (index results vs. other metrics, i.e., growth 10% above plan, 10% over YAG, 10% above category norm). (Maximum words allowed-100)

Business Building

How did this program build the brand and accelerate its growth in the market place. (Maximum words allowed-100)

Why should this program be the Awards Category winner?

Please explain how your entry fits and relates to this specific category. (Maximum words allowed-100)

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 5 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.

Terms and Conditions:

You will be required to accept the below terms and conditions. In order to assure the integrity of the B2 entries, protection of ANA, and the highest standards for this industry-wide award, please be aware that by entering into the B2 Awards you are agreeing to the below terms and conditions. In consideration of the opportunity to enter the B2 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 B2 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 B2 Awards submission deadlines, the announcement of B2 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 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 March 29, 2019 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.