

# 2020 ANA Multicultural Excellence Awards

Sample Submission Form (Not for Official Use)



To help you prepare your Multicultural Excellence entry in an optimal format for review by the judges, we are providing you with this worksheet. You can use this form to create a draft of your Multicultural Excellence Award submission, prior to entering your final submission online.

## Application Contact information

### Campaign submitted by

(select one)

- Agency
- Client
- Media Company
- Other Click or tap here to enter text.

### Entrant Contact Information

*This will be the person ANA will contact throughout the program regarding this entry*

Entrant Contact First Name	Click or tap here to enter text.
Entrant Contact Last Name	Click or tap here to enter text.
Entrant Contact Title	Click or tap here to enter text.
Entrant Company	
Entrant Contact Email	Click or tap here to enter text.
Entrant Contact Phone	Click or tap here to enter text.

*How did you hear about the Multicultural Excellence Awards?*

Choose all that apply:

- Email
- Social Media
- Client
- ANA Website
- Word of Mouth
- Direct Mail
- Previous Entrant
- Other

### Primary Agency Contact Information

*This will be the primary agency credited for this entry.*

Agency Contact First Name	Click or tap here to enter text.
Agency Contact Last Name	Click or tap here to enter text.
Agency Contact Title	Click or tap here to enter text.
Agency Company	Click or tap here to enter text.
Agency Holding Company	Click or tap here to enter text.
Agency Logo	HAVE LOGO READY FOR UPLOAD

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**Agency Contact Address**

- Street Address Click or tap here to enter text.
- Line 2 Click or tap here to enter text.
- City Click or tap here to enter text.
- Country Click or tap here to enter text.
- State/Province Click or tap here to enter text.
- Zip/Postal Code Click or tap here to enter text.
- Agency Contact Email Click or tap here to enter text.
- Agency Contact Phone Click or tap here to enter text.
- Agency Website Click or tap here to enter text.
- Agency Twitter Handle

**Agency Team Credits**

*Optional – Please add those individuals on the agency team who were involved in the program (up to 10)*

First Name	Last Name	Title	Company/Org.	Email	Phone

**Primary Client Contact Information**

*This will be the primary client credited for this entry.*

- Client Contact First Name Click or tap here to enter text.
- Client Contact Last Name Click or tap here to enter text.
- Client Contact Title Click or tap here to enter text.
- Client Company Click or tap here to enter text.
- Client Parent Company Click or tap here to enter text.
- Client Logo HAVE LOGO READY FOR UPLOAD

**Client Contact Address**

- Street Address Click or tap here to enter text.
- Line 2 Click or tap here to enter text.
- City Click or tap here to enter text.
- Country Click or tap here to enter text.
- State/Province Click or tap here to enter text.
- Zip/Postal Code Click or tap here to enter text.
- Client Contact Email Click or tap here to enter text.
- Client Contact Phone Click or tap here to enter text.
- Client Website
- Company Twitter Handle

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### Client Team Credits

Optional – Please add those individuals on the client team who were involved in the program (up to 10)

First Name	Last Name	Title	Company/Org.	Email	Phone

### External Contributors Information

Optional – Please add those external contributor individuals who were involved in the program (up to 5)

First Name	Last Name	Title	Company/Org.	Email	Phone

Should any of these external contributors be credited as a “co-primary agency” on this entry?

Yes

No

If yes, which **one** from above? \_\_\_\_\_

### Campaign Information

Below is the information you will need to complete your MULTICULTURAL EXCELLENCE Award Submission. Your campaign can be entered into more than one category. After you finalize this entry, the option will be available to duplicate it and enter it into another category.

- Entry Title Click or tap here to enter text.
- Brand/Product Click or tap here to enter text.
- Brand/Product Logo HAVE LOGO READY FOR UPLOAD
- Multicultural Excellence Awards (Drop down selection will be available)
- Category
- Campaign Start Date Click or tap here to enter text.  
(Eligibility Period: June 2019-July 2020)
- Duration of Campaign Select one
  - Less than 1 month
  - 1-3 months
  - 4-6 months
  - 7-9 months
  - 10-12 months
  - Over 12 months

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## **Industry Sector**

Select which sector the brand in the campaign competes in.

- |                                      |   |
|--------------------------------------|---|
| Advertising Agencies & Consultancies | Healthcare                                    |
| Aerospace & Defense                  | Insurance                                     |
| Alcohol & Tobacco                    | Manufacturing, Industrial Goods & Services    |
| Apparel & Footwear                   | Media   |
| Arts & Education                     | Nonprofits & Government                       |
| Automotive                           | Pharmaceuticals                               |
| Banking & Financial Services         | Real Estate & Construction                    |
| Business & Professional Services     | Restaurants & Fast Food                       |
| Consumer Durables                    | Retail  |
| Consumer Electronics                 | Technology                                    |
| Consumer Packaged Goods              | Telecommunications                            |
| Consumer Services                    | Travel, Transportation, Tourism & Hospitality |
| Energy & Utilities                   | Other   |
| Entertainment & Sports               |   |
| Food & Beverage                      |   |

## **Media Plan Instructions**

A media plan spreadsheet must outline the campaign's media elements, indicating specifically where/when the submitted creative ran. No cost information should be included in the media plan. A blank media plan, including a sample plan, can be [downloaded here](#).

## **Media Plan**

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

## **Budget (Optional)**

Select the range that best represents the investment made in this effort. (inclusive of media expenditures, production/activation costs)

- Less than \$400K
- \$400K – \$599K
- \$600K – \$999K
- \$1MM – \$4.99MM
- \$5MM – \$9.99MM
- \$10MM+

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## Case Study Entry Information

### **Primary Objectives** (200 maximum words allowed)

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

Click or tap here to enter text.

### **Target Audience** (100 maximum words allowed)

*Who was the target audience for this marketing effort? (Specify demographic and multicultural consumer segment(s); (millennials, boomers, age, income etc. For Asian entries, also note specific segment, e.g., Korean.)*

Click or tap here to enter text.

### **Key Insights** (300 maximum words allowed)

*Share the key insights that were realized and how they were applied.*

Click or tap here to enter text.

### **Additional Information, Insights, Comments** (200 maximum words allowed)

*Share any information that provides additional context for the judges.*

Click or tap here to enter text.

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## Creative/Media Content

### *Artwork Specifications*

#### *Image Files:*

- *Submit images in any of the following formats: PDF, GIF, PNG, or JPG*

#### *Audio Files:*

- *Submit audio files in .mp3, .mp4 or .wav, or Windows Media Audio (.wma) format.*

#### *Video Files:*

- *Format: Apple QuickTime (WMA/WMV files are not accepted.)*
- *Codec: ProRes 422, H.264, MP4, M4V, or uncompressed MOV*
- *Resolution: 1920x1080 or 1280x720 for 16:9 format; 1440x1080 or 960x720 for 4:3 format. File should be at least 100MB per 60 seconds of video.*
- *Video to be limited to 180 seconds, with a suggested runtime of 120 seconds.*
- *YouTube/Vimeo/other video sharing sites are not eligible.*

*Do NOT include the agency name (or indicate/mention the name of the agency) except where specifically indicated on the entry form. Any mention of the submitting agency in the body of the Entry Form is grounds for disqualification.*

#### *Foreign Language Entries:*

*All foreign language copy must be translated into English. Clear translations must be provided for all work not written in English. Broadcast entries may be dubbed or subtitled in English or include a complete written translation. Local idioms that may not be understood in the U.S. must be explained. Entries not accompanied by translations and/or explanations will not be judged. Submit translations electronically via upload with the official entry form.*

## File Uploads

*If your campaign website is live, please add the URL here. YouTube/Vimeo/other video sharing sites are **not** eligible.*

**File 1 Description/Title:** Click or tap here to enter text.

**File 1 Media/Type:** Drop down will be available

**File #1 Placement:** Click or tap here to enter text.

**File 1 Upload:** Files should follow Preparation of Creative guidelines provided above. One piece of creative only.

**File 1 Translation:** 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.

**File 2 Description/Title:** Click or tap here to enter text.

**File 2 Media/Type:** Drop down will be available

**File 2 Placement:** Click or tap here to enter text.

**File 2 Upload:** Files should follow Preparation of Creative guidelines provided above. One piece of creative only.

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**File 2 Translation:** 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.

## 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.**

*Detail your results of the campaign and why it was successful and met the objectives. (e.g. Increased share of market by XX%; Sweepstakes delivered XX total entries; Total revenue grew by XX%; acquired XX additional fans to Facebook page; or Increased conversion rate, yielding a decreased CPO [Cost per Order] (XX% vs. control)) Word Limit: 250*

## Showcase Image

*Please upload one still image to represent the campaign. Should your work be selected as a finalist, this image will be the primary graphic used to represent and promote your campaign on various platforms.*

This should be a single image that is appropriate for use on a large screen. It may also be used in print and online.

- **File 1 Upload:** Required format: JPG, 1920 px x 1080 px

## Campaign Summary (50 maximum words allowed)

Enter a brief description of the case study that summarizes the key elements of the campaign.

Click or tap here to enter text.

## Finalize Submission

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 member-only section of the ANA website. Should you be a finalist or a winner, your work will be positioned as a best in class example of multicultural marketing and the assets you have submitted will be showcased for publicity and educational purposes, including but not limited to press/media purposes, ANA social channels, Awards galas and events, presentations, ANA strategic partner platforms, etc.

## Terms & Conditions

In order to assure the integrity of the ANA Multicultural Excellence Awards entries, protection of the Association of National Advertisers ("ANA"), and the highest standards for this industry-wide award, please be aware that by entering into the ANA Multicultural Excellence Awards you are agreeing to the below terms and conditions:

All entrants to the Awards represent and warrant to the ANA that their Awards entry is either original and the entrant either owns the work or the entrant has all necessary permission from the owner to enter the work in the Awards. The entrant acknowledges and agrees that the ANA and the Awards shall not be liable for any trademark or copyright infringement, or infringement of any other third party's rights, based on the Awards entry supplied by the entrant.

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All entrants must strictly comply with the Entry Rules. Completion of a signed entry form and disclosure form, payment of the entry fee, submission of the entry for judging, and receipt of entry form will imply full acceptance by each entrant. Any material submitted in the course of entering the Awards becomes the property of the ANA and cannot be returned. Non-compliance with any of the Entry Rules may result in automatic disqualification of the entry, in the ANA's sole discretion.

Timely submission of an official entry complying with the Entry Rules ensures that an entrant's work will be reviewed and considered for recognition. No other representation or warranty is made by the ANA concerning the Awards, and all implied warranties are hereby expressly disclaimed.

By submitting your work on the website, you are not allowed to upload and distribute any document which is confidential, defamatory, obscene, breaking personal privacy regulations, infringing copyright and intellectual property rights, violating legal rights of any party or proprietary to a brand, an individual or a company (except you, the person submitting the work in his/her name). We reserve the right to delete any offending material and remove the entries from the Awards.

Any individual submitting his/her work through the website form cannot use false contact information details or identifying details, impersonating any person in order to mislead the awards jury.

Potential Awards winners may be required to sign an affidavit of eligibility (which affirms that he/she has complied with the Entry Rules) as well as a liability and publicity release, each of which, if issued, must be completed, signed, and returned promptly from date of issuance, or the entrant may be disqualified from winning the Award. Acceptance of the Award constitutes the winner's consent to the use of his/her name and/or photograph without further compensation for advertising, promotional, and publicity purposes by the ANA, including, without limitation, displaying the entry at the Awards ceremony and/or other public places; including the entry in any Awards publication; showing the entry as part of any audio and/or visual promotion of the Awards; and making the entry available to others, alone or in conjunction with other materials, for commercial or non-commercial purposes at the sole discretion of the ANA.

By entering, entrants agree to release and hold harmless the ANA and its subsidiaries, affiliates, divisions, advertising and promotional agencies, wholesalers, and retailers, and each of the foregoing entities' employees, officers, directors, shareholders, and agents (collectively the "Released Parties"), from and against any and all claims, actions and/or liability for any injuries or death, loss, or damage of any kind arising from or in connection with participation in and/or entry into the Awards or acceptance of the Award and for any claims based on publicity rights, defamation, and invasion of privacy.

The ANA reserves the right, at its sole discretion, to modify or suspend the Awards. Entrants acknowledge and agree that the manner and details of announcing Awards nominations and presentation of the Awards is strictly at the sole discretion of the ANA. Entrant understands that not all Awards may be presented to awardees or publicized in the same manner, and some may be presented in a ceremony and others may not, at the sole discretion of the ANA.

The decision of the ANA in relation to any dispute about the Rules, conduct, results and all other matters relating to the Competition is final and we will not enter into correspondence.

In the event entrant wins one or several Awards, any taxes, duties, fees, and charges accrued from transportation to and from the Awards ceremony and/or shipping trophy(ies) will be the responsibility of the winner.



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Entrant will indemnify and hold the ANA and its successors and assigned parties, 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 ANA Multicultural Excellence Awards submission deadlines, the announcement of ANA Multicultural Excellence Awards and subsequent years. All submissions become the property of the ANA (physical submissions). Entrant may retain the Intellectual Property rights to the submission, subject to the rights granted to ANA above.

Any controversy or claim arising out of or relating to the Awards shall be governed by the laws of the State of New York, without regard to its conflict of laws principles. Entrant irrevocably submits to venue and exclusive personal jurisdiction in the federal and state courts in New York County, New York, for any dispute arising out of the Awards, and waives all objections to jurisdiction and venue of such courts.

My submission of the signed entry form constitutes my authorization to permit the ANA to reproduce and disseminate my entry, by any means or media, and to authorize others to do so without any further obligation of any sort to me. This includes but is not limited to displaying my entry at the Awards Ceremony and/or other public places, including my entry in any publication, showing my entry as part of any audio and/or visual promotion of the ANA and/or the Multicultural Excellence Awards, and making my entry available to others, alone or in conjunction with other materials, for commercial or non-commercial purposes at the sole discretion of the Association of National Advertisers, Inc.

#### Terms & Conditions Agreement

Please check to indicate that you have read and understand the above terms & conditions.