

2021 ANA International ECHO Awards

Submission Worksheet (Not for Official Use)

It's time to enter the 2021 ANA International ECHO Awards, honoring the world's best data-inspired marketing. Please use this form to create a draft of your submission prior to entering online. **Important:** Do not include the agency name *except* where specifically indicated. Campaigns can be in any language but all entries must be completed in English.

1. START WITH THE BASICS

Entrant Info

ANA will contact this person regarding this entry

- Entrant Contact First Name
- Entrant Contact Last Name
- Entrant Company
- Entrant Email
- Entrant Phone

Submitted by?

Select one

- Agency
- Client
- Media Company
- Other

How did you hear about the ECHO Awards?

Choose all that apply

- Entered Previously
- Won Previously
- Won at a local/regional chapter level
- ANA Website
- Email
- Social Media
- Phone
- Mail
- Word of Mouth
- Other

Primary Agency Info

Primary agency responsible for the campaign and will be credited as the "lead agency"

- Agency Contact First Name
- Agency Contact Last Name
- Agency Contact Title
- Agency Company
- Agency Company Phonetic Spelling
 - Phonetic spelling is a system of spelling in which each letter represents one spoken sound. For example, the phonetic spelling of the popular cocktail "Mojito" is "mow-hee-tow"
- Agency Holding Company
- Agency Logo [UPLOAD] *Illustrator/EPS file, if possible*

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- Agency Street Address
- Agency Address Line 2
- Agency City
- Agency Country
- Agency State/Province
- Agency ZIP/Postal Code
- Agency Email
- Agency Phone
- Agency Twitter

Primary Client Info

Client responsible for the campaign

- Client Contact First Name
- Client Contact Last Name
- Client Contact Title
- Client Company
- Client Company Phonetic Spelling
 - Phonetic spelling is a system of spelling in which each letter represents one spoken sound. For example, the phonetic spelling of “Rioja” wine is “ree-ow-huh”
- Client Parent Company
- Client Logo [UPLOAD] *Illustrator/EPS file, if possible*
- Client Street Address
- Client Address Line 2
- Client City
- Client Country
- Client State/Province
- Client ZIP/Postal Code
- Client Email
- Client Phone
- Client Twitter

Agency Credits (optional)

Who deserves credit from the primary agency team? (up to 10)

<i>First Name</i>	<i>Last Name</i>	<i>Title</i>	<i>Agency/Org</i>	<i>Email</i>	<i>Phone</i>

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Client Credits (optional)

Who deserves credit from the primary client team? (up to 10)

First Name	Last Name	Title	Company/Org	Email	Phone

Other Contributor Credits (optional)

Who else can claim credit if the entry wins an award? (e.g., other agency teams, consultants, data/tech providers, photographers, etc. – up to 10)

First Name	Last Name	Title	Company/Org	Email	Phone

Should one of these contributors be credited as a “co-lead agency” on this entry?

- No
- Yes
 - Which one from above _____

2. CHOOSE A CATEGORY & SHARE ENTRY DETAILS

Campaigns can be entered into more than one category. After finalizing your entry, you may copy and paste this information into other categories. Campaign eligibility: Must have ran in market between April 1, 2019 and July 1, 2020.

- Campaign Title
- Campaign Title Phonetic Spelling

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- Phonetic spelling is a system of spelling in which each letter represents one spoken sound. For example, the phonetic spelling of the song title “Bohemian Rhapsody” is “bow·hee·mee·uhn rap·suh·dee”
-
- Brand/Product Name
- Brand/Product Logo [UPLOAD] *Illustrator/EPS file, if possible*
- ECHO Awards Category [Drop down selection will be available]
- Campaign Start Date
- Campaign Duration
Select one:
 - Less than 1 month
 - 1-3 months
 - 4-6 months
 - 7-9 months
 - 10-12 months
 - More than 12 months

*Any campaign entered in prior ECHO Awards may be entered again with updated strategy, creative or results.

Engagement Channels/Tactics

Choose all that apply for your entry

- Branded Content
- Cinema
- Contests/Sweepstakes
- Coupons
- Digital Display Ads
- Direct Mail
- E-Commerce
- Email
- Events
- Gamification
- Gift with Purchase
- Giveaways
- Licensing
- Location-Based/Real Time
- Loyalty Program
- Mobile/Tablet (*incl. Apps*)
- Out-of-Home/Ambient Media
- Packaging
- Podcast
- Point of Care/In-Office
- Point of Sale/In-Store
- Print (*incl. Newspaper, Magazine, FSI*)
- Programmatic
- Public Relations
- Radio (*incl. Internet radio*)
- Sales Promotion
- Sampling
- Search (SEM/SEO)
- Social Media/Tagging
- Sponsorship/Partnership
- User-Generated Content
- TV (*incl. DRTV*)
- Trade Show/Collateral
- Video (*incl. Digital, Mobile, Tablet*)
- Voice/Chatbots
- Website/Microsite (*incl. Landing Pages*)
- Word of Mouth/Influencers
- Other

Key Channels/Tactics

Which ones were most critical for your entry?

- First [Drop down from list above]
- Second [Drop down from list above]
- Third [Drop down from list above]

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Industry Sector

Select the primary industry for this campaign

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

Budget (\$US)

How much was invested in this effort, including agency fees, production costs, media and other fees or costs?

- Less than \$250K
- \$250K – \$499K
- \$500K – \$999K
- \$1MM – \$4.99MM
- \$5MM – \$9.99MM
- \$10MM – \$19.99MM
- More than \$20MM

Market Profile

Which market did you target?

- Consumer Only
- Business-to-Business Only
- Both Consumer & B2B
- Other

Audience Profile

How would you describe your key target audience?

- Geographics [25 words max]
- Demographics [25 words max]
- Psychographics [25 words max]

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3. SHOWCASE YOUR CAMPAIGN

3a. Describe your marketing challenge or opportunity (150 words max)

Judge's Tip: This is the **WHY** – the reason for the campaign. Provide any supportive data or insights to help us understand the difficult problem or new opportunity that prompted your marketing effort.

3b. Detail the campaign objectives (150 words max)

Judge's Tip: This is the **WHAT** – the measurable goals or key performance indicators (KPIs) you set out to achieve. The more quantifiable, the better. We'll look to see how you delivered against these objectives in the results section.

3c. Unpack your strategy (300 words max)

Judge's Tip: This is the **HOW** – the start of your story. Outline the key decisions you made, including your targeting, channels and engagement tactics. Touch on the rationale and inspiration for your choices. Leave the specific data insights for the next question.

3d. Dive into the data (300 words max)

Judge's Tip: This is the **ECHO difference** – how **DATA** inspired your marketing and storytelling. Explain how you used data to uncover key insights that powered your unique strategy and big creative idea.

3e. Illustrate your creative solution (300 words max)

Judge's Tip: This is the **MAGIC** – the melding of science with art. Let us into your creative thought-process. Enlighten us how you employed content, imagery and innovative techniques to bring your strategy to life and touch the hearts and minds of your audience.

3f. Share results and sources (300 words max)

Judge's Tip: This is the **PROOF** – the mark of a successful campaign. Give us the data that proves you delivered against your objectives. Highlight how you moved the needle, changed behavior or made a difference. If necessary for confidentiality, indexed results are acceptable but not preferred.

IMPORTANT: Provide all sources for your results, from third-party (e.g., Google Analytics) to client-reported. (Footnote and then include your source details in source section to minimize use of the word count allowance)

Optional Results Upload: You may upload a chart/graph to illustrate your results. (jpg or PDF format)

3g. Sum it all up (75 words max, including headline)

Judge's Tip: This is the **FUN** part. Provide a headline and brief summary that ANA can use when showcasing your effort as a case study. Tell us your "Wow!" factor.

Data Source Section: Please note all sources for data you have presented

To preserve the integrity of the competition, ANA may request additional validation prior to final judging decisions. By submitting work into the ECHO Awards, you give ANA the right to share them in ECHO case studies after the awards have been presented. See full [Terms & Conditions](#).

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4. UPLOAD YOUR FILES

Image files must be readable in order to be judged.

Languages other than English: Provide English translations for all work created in another language. Dub/subtitle videos in English or include a written translation. Explain local idioms that may not be understood. Submit translations electronically via upload with the official entry form. Entries that are missing translations may not be judged.

➤ Campaign Website

*If campaign is live, provide url. Video-sharing sites (YouTube, Vimeo, etc.) are **not** eligible.*

- **URL:** [Enter url]

➤ Hero Image (required)

Upload main campaign image that ANA may use on a large screen, in print and online to represent the campaign.

- **Format:** JPG, 1920x1080 pixels, landscape
- **File Size:** 10 MB or less

[UPLOAD]

➤ Case Study Video (optional)

Upload case study video that ANA may use for promotional and educational purposes, including, but not limited to, press/media purposes, social channels, awards galas, Marketing Knowledge Center and presentations.

- **Format:** Apple QuickTime (WMA/WMV files **not** accepted)
- **Codec:** ProRes 422, H.264, MP4. M4V, or uncompressed MOV
- **Resolution:** 1920x1080 or 1280x720 for 16:9; 1440x1080 or 960x720 for 4:3; At least 100MB per 60 seconds of video
- **Run Time:** 180 seconds or less

[UPLOAD]

➤ Supporting Files (submit up to 6 files)

Upload the key creative executions from your campaign.

- **Description/Title:** [Enter text]
- **Channel/Tactic:** [Drop down available]
- **Type:** [Drop down available]

[UPLOAD]

➤ Physical Samples

Judges also expect hard copy samples of materials (direct mail, collateral, packaging, etc.) if they were relevant to the campaign. Label each sample with the campaign name and entry number from your invoice. Include one sample of each communication per category.

[] Yes, we're sending physical samples

- **Send samples, postmarked by September 15, 2020, to:**
ECHO Awards Submission Attn: Bill Grover
Association of National Advertisers
155 East 44th Street, Floor 8
New York, NY 10017
Tel: (646) 708-8150

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5. AGREE WITH OUR LAWYERS

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 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 partner associations platforms, etc.

Please review Terms & Conditions for full details: [2020 ECHO Terms & Conditions](#).

[] Please check to indicate that you have read and agree to the terms & conditions