

2021 ANA B2 Awards

Sample Submission Form (Not for Official Use)

To help you prepare your B2 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 B2 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 Details

- 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.
- Entrant Contact Email Click or tap here to enter text.
- Entrant Contact Phone (Off.) Click or tap here to enter text.
- Entrant Contact Phone (Cell)

How did you hear about the B2 Awards?

Choose all that apply:

- Email
- Social Media
- Client
- ANA Website
- Word of Mouth
- Phone Call
- Letter
- Previous Entrant
- Other

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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: Standard (.ai or .eps) HAVE LOGO READY FOR UPLOAD
- Agency Logo: Inverted – a version
that will show on a dark background
(.ai or .eps) HAVE LOGO READY FOR UPLOAD

Agency Contact Details

- 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
- Agency Contact Phone (Office) Click or tap here to enter text.
- Agency Contact Phone (Cell) 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)

<i>First Name</i>	<i>Last Name</i>	<i>Title</i>	<i>Company/Org.</i>	<i>Email</i>	<i>Phone</i>

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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 (if different than above) Click or tap here to enter text.
- Client Logo: Standard (.ai or .eps) HAVE LOGO READY FOR UPLOAD
- Client Logo: Inverted- a version that Will show on a dark background (.ai or .eps)

Client Contact Details

- 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 (Office) Click or tap here to enter text.
- Client Contact Phone (Cell)
- Company Twitter Handle

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

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

- Yes
- No
- Which one from above?

Campaign Information

Below is the information you will need to complete your B2 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 Logo HAVE LOGO READY FOR UPLOAD
- B2 Awards Category (Drop down selection will be available)
- Campaign Start Date Click or tap here to enter text.
- Duration of Campaign Select one
 - Less than 1 month
 - 1-3 months
 - 4-6 months
 - 7-9 months
 - 10-12 months
 - Over 12 months

Media/Engagement Channels

Choose all that apply.

- | | |
|--|--|
| <ul style="list-style-type: none"> • Audio (radio, internet radio, podcasts) • Branded Content • Cinema • Chatbots • Channel Marketing • Contests/Sweepstakes • Coupons • Digital Media (incl. banners, mobile, animated, and/or takeovers) • Direct Mail | <ul style="list-style-type: none"> • Packaging • Partnership • Point of Sale (POS)/In-Store |
| <ul style="list-style-type: none"> • Email • Events | <ul style="list-style-type: none"> • PR • Print • Professional Collateral • Programmatic • Promotion • Sales • Sampling • Search (SEO/SEM) |

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- FSI
- Gamification
- Gift with Purchase
- Giveaways
- Licensing
- Loyalty Program
- Mobile
- Out-of-Home (OOH)
- Social Media
 - Facebook
 - Instagram
 - Google
 - LinkedIn
 - Twitter
 - YouTube
 - Other
- Sponsorship
- TV (incl. DRTV)
- User Generated
- Video (broadcast and/or online)
- Voice
- Website/Microsites (including home screens)
- Word of Mouth/Influencers
- Other Click or tap here to enter text

Primary Engagement Channels

Please indicate the first, second, and third most important channels utilized in this effort from the list above.

- First (Drop down selection will be available)
- Second (Drop down selection will be available)
- Third (Drop down selection will be available)

Industry Sector

Select which sector the brand in the campaign competes in.

- 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
- Travel, Transportation, Tourism & Hospitality
- Other

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Budget

Select the range that best represents the investment made in this effort.

- Under \$500,000
- \$500,000 - \$1 million
- \$1 million – \$3 million
- \$3 million – \$5 million
- \$5 million – \$10 million
- \$10 million – \$20 million
- \$20 million – \$40 million
- Over \$40 million

Audience Profile

Please provide details on each of the following (25 words max per)

- Geographic Click or tap here to enter text.
- Demographic Click or tap here to enter text.
- Psychographic Click or tap here to enter text.

Case Study Entry Information

Please answer all questions to the best of your ability. 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 executed? (specific to the category)
4. How strong were the results, did they achieve business objectives (Volume/Share/Profit), and drive business growth?
5. How well did the program build the brand and align with the overall brand strategy?

Business Challenge(s) & Campaign Objective(s) (200 maximum words allowed)

Please 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.

Insights & Strategy (100 maximum words allowed)

What insights and strategies did you use when planning this program? Share research information or steps taken that led to the approach and platform.

Concept / Big Idea (200 maximum words allowed)

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What was the Big Idea? As simply as possible describe the “ah-ha” solution that made this program work. .

Click or tap here to enter text.

Tactics/Execution (200 maximum words allowed)

Describe how your big Idea was brought to life. What tactics did you use to motivate your target audience (include all marketing vehicles) and achieve your business growth.

Click or tap here to enter text.

Results / Sales / Market Share (100 maximum words allowed)

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% category norm).

Click or tap here to enter text.

Business Building (100 maximum words allowed)

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

Click or tap here to enter text.

Relevance to the Category (100 maximum words allowed)

Please explain how your program fits and relates to this specific category you are entering.

Click or tap here to enter text.

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.*

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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/Engagement Channel: Drop down will be available

File 1 Type: Drop down will be available

File 1 Upload: UPLOAD

(NOTE: Up to six files may be uploaded in this section)

Showcase Assets

These assets will be the primary elements used to represent and promote your campaign on various platforms. Should you be a finalist or a winner, these assets will be utilized in showcasing your work for publicity and educational purposes, including but not limited to press/media purposes, ANA social channels, ANA Awards galas, ANA Marketing Knowledge Center, ANA presentations, etc.

Please note: these assets will not be included in the judging process of your entry. However, you may repeat/repurpose the assets you have submitted with the case study for upload into this section.

Showcase Image

Please upload one showcase image to represent the campaign.

- This should be a single image that is appropriate for use on a large screen
- It may also be used in print and online.
- Required format: JPG, 1920x1080 px

Showcase Video

Please provide a 30 second video that encapsulates the key creative/engagement elements of the campaign.

- 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.

Campaign Summary *(50 maximum words allowed)*

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

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Click or tap here to enter text.

Result Headline *(25 maximum words allowed)*

One sentence that captures the impact your work achieved for the brand's business. Consider this the "marquee headline" that highlights the key results this campaign achieved.

Click or tap here to enter text.

Finalize Submission

Disclosure/Terms and Conditions

In order to assure the integrity of the ANA B2 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 B2 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.

Please Review [Terms & Conditions](#)

Terms & Conditions Agreement

I agree to the terms and conditions.