

A stylized house icon composed of purple outlines, featuring a chimney on the left side and a gabled roof.

**ANA  
IN-HOUSE  
EXCELLENCE  
AWARDS**

**2021 ENTRY KIT**

**ANA**



# Time for in-house talent to own the spotlight.

## **No one knows your brand better than those in-house.**

In-House marketing and advertising has come a long way, from 58 percent penetration in 2013 to 78 percent penetration with ANA client-side marketer members in 2018. Gone are the days when in-house marketing teams were only tapped for quick and inexpensive work. Today, in-house teams lead creative and media strategy, produce broadcast-quality commercials, and drive business results for their brands, among many other capabilities.

## **Showcase the incredible creativity and innovation your in-house marketing team has accomplished.**

Be a leader and demonstrate your level of expertise by having your team's work highlighted by the ANA's community of marketing executives. With nine categories to choose from, anyone who created and executed advertising and marketing efforts in-house that made a difference to a brand's business is welcome to enter.

The **ANA In-House Excellence Awards** will showcase the most creative, strategic, and growth-driving marketing and advertising that will make your fellow industry leaders say "I wish I had done that."

## **Don't be left out — enter to have your team own the spotlight.**

**2** Enter at [ANAINHOUSEAWARDS.ORG](https://ANAINHOUSEAWARDS.ORG)





# Featured categories.

## **Branded Content**

Original content created to support the marketing strategy of a brand that engaged, entertained, or informed a target audience, whether to enhance brand positioning or to promote products or services. Any creative content that wouldn't be viewed as "advertising" is eligible, including TV programming, films, documentaries, online video, games, print, articles, online and offline media, branded entertainment, social content, or other types of content, in any form.

## **Experiential** (in-person and virtual)

Efforts that engaged with a target audience either live/in-person or via a virtual/on-demand experience. All types of interactive engagement are a fit for this category: exhibitions, trade shows, sales meetings, webinars, samplings, product demos, etc.

## **Integrated Campaign**

Campaigns that utilized three or more distinct media channels to engage a target audience with a single unified theme or message. Your submission should show how the integrated strategy used multiple media for maximum impact.

## **Internal Communications**

Communication initiatives that engage and inform employees, providing understanding of company vision, goals, values, work culture, and/or D&I initiatives. All creative formats are eligible: video, print, email, websites, newsletters, magazines, direct mail, etc.

## **Social Media**

Best use of social media to achieve marketing objectives.

## **Socially Responsible**

Entries in this category include all types of creative that directly address current social issues. Efforts that were focused on making a positive impact on society by supporting a social cause, charity, or corporate responsibility program are eligible. All creative formats are acceptable: video, print, email, websites, digital, outdoor, direct mail, etc.



# Special Showcase.

## **Best Collaborative Effort\***

Effective marketing is reflective of an effective collaboration. This award puts the spotlight on the best collaborative efforts involving in-house teams and their external agencies.

## **Best Media Thinking\***

Securing just the right formula for when, where, and how a target audience receives a creative message is critical. This category will showcase those in-house media teams who got their formula just right. Entries in this category need to highlight the details of the media insight, the strategy, and the media plan that was implemented.

## **Significant Results\***

Entries in this category will need to demonstrate the effectiveness of the work and its positive contribution to building a brand and growth of the business. Providing facts and figures (sales, market share, etc.), your submission should explain why the effort was successful based on effectiveness of the creative execution and its measurable objectives. *NOTE: We understand there may be concerns with sharing actual figures in the entry. Data reflecting the effectiveness of the work can be provided as indices or percentages.*

\*Given the special focus of these categories, additional questions/assets in addition to the standard entry form will be required.



# Key entry details.

## Who is eligible?

Anyone working as part of an internal team, whether within a client-side marketer, retailer, media company, non-profit, or educational institution.

## What is eligible?

Any marketing asset or project created by an in-house agency, team, or department to promote their company's brand, product or service that went live/ran in-market from January 1 to December 31, 2020.

All entries must be submitted in English, but creative containing all fluencies are welcome. Please be sure to include English translations for creative materials written or spoken in other languages.

## Can I enter the same work into multiple categories?

Yes — go for it! You can enter as many campaigns in as many categories as you wish. Teams often enter the same piece of work into multiple categories. Review the category descriptions closely — you may need to slightly modify your case story for each category you enter to ensure it's a match for what a category is looking for.

## Entry deadlines

- Early Bird Deadline: **May 7, 2021**
- Final Deadline: **June 18, 2021**

## Entry Fees (ANA Member/Non-Member)

- Up to Early-Bird Deadline: \$300/\$400
- After Early-Bird and up to Final Deadline: \$400/\$475



# The brief questions.

## **Project Overview/Objectives**

(200 words maximum)

Provide context on the purpose of the project and share the primary objectives for the effort.

## **Key Insights and Strategy**

(300 words maximum)

Share the key insights and how they were applied.

## **Concept/Big Idea**

(300 words maximum)

Unveil your Big Idea as simply as possible. What was that “a-ha” solution you developed?

## **Tactics/Creative Execution**

(200 words maximum)

Describe how your Big Idea was presented.

## **Results**

(200 words maximum)

Describe how the work met or exceeded objectives. We understand there may be concerns with sharing actual figures in the entry. Data reflecting the effectiveness of the work can be provided as indices or percentages.

## **Additional Information, Insights, Comments**

(200 words maximum)

Share any information that provides additional context for the judges.

### **Please Note:**

- On the entry form you will be asked additional data points regarding duration of campaign, media/engagement channels, industry sector, and team structure.
- The Special Showcase categories have unique requirements regarding creative elements. Please visit our website [www.anainhouseawards.org](http://www.anainhouseawards.org) and review the Categories page to learn the specific requirements pertaining to the categories you plan to enter.

A sample entry form listing ALL the essentials, including the file specifications for the creative/content elements, is available either as an editable **Word Document** or a **PDF**.

Visit our **FAQ page** for more tips and judge insights to help guide you in completing your submissions.



# How your work will be judged.

A jury of about 100 of your peers from top client-side marketers and agency executives will scrutinize and score entries on the following criteria:

- **33.3% Strategy**
- **33.3% Creative Execution**
- **33.3% Results**

The Significant Results category will have alternate weighting:

- **25% Strategy**
- **25% Creative Execution**
- **50% Results**

Only the most compelling work showing excellence in the areas of creativity, strategy, and results will make it onto the elite shortlist representing the year's best work produced by the industry's leading in-house talent.

One winner and up to two finalists will be recognized and celebrated per each category. Should a particular category prove to be overwhelmingly competitive, expanding the awards to recognize a set of winners and finalists in two designations (B2B and B2C) will be considered.

## **Best in Show**

Only top scoring submissions will move on to be considered for the Best in Show Award. A select panel of judges comprised of marketing industry leaders will be selecting the year's winner.



# The party.

## 2021 ANA In-House Excellence Awards

**September 21, 2021 | Virtual Awards Celebration**

Awards will be presented to top in-house teams for the best advertising and marketing projects of 2020 across nine different categories. The event culminates with the Best in Show announcement, honoring the overall best entry chosen from the category winners.

The In-House Excellence Awards is an exciting event to celebrate teams that have achieved outstanding success.

**For details contact Gregory Wright, [gwright@ana.net](mailto:gwright@ana.net).**





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## Additional details:

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**Resource for all things In-House Excellence Awards:**  
[ANAINHOUSEAWARDS.ORG](https://ANAINHOUSEAWARDS.ORG)

**Resource for all things ANA:**  
[ANA.NET](https://ANA.NET)

**Have questions?**

We are here to make your entry experience a smooth one. Please feel free to contact us.

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