

2021 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 (Main)	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
- Phone Call
- Direct Mail/Letter
- Previous Entrant
- Other Click or tap here to enter text.

Primary Agency Contact Information

This will be the primary agency credited for this entry. If selected as a winner, this is the agency name that will appear and be credited for all winner promotions (awards gala, winner list, trophies, etc.)

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.

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Agency Holding Company
 Agency Logos: Standard &
 Inverted (a version that will show
 on a dark background) **.ai or .eps
 ONLY**

Click or tap here to enter text.
 HAVE LOGOS READY FOR UPLOAD

Agency Contact Address

Street Address
 Line 2
 City
 Country
 State/Province
 Zip/Postal Code
 Agency Contact Email
 Agency Contact Phone (Main)
 Agency Website
 Agency Twitter Handle (optional)

Click or tap here to enter text.
 Click or tap here to enter text.
 Click or tap here to enter text.
 Click or tap here to enter text.
 Click or tap here to enter text.
 Click or tap here to enter text.
 Click or tap here to enter text.
 Click or tap here to enter text.
 Click or tap here to enter text.

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. If selected as a winner, this is the client name that will appear and be credited for all winner promotions (awards gala, winner list, trophies, etc.)

Client Contact First Name
 Client Contact Last Name
 Client Contact Title
 Client Company
 Client Parent Company (if
 applicable/different than above)
 Client Logos: Standard & Inverted
 (a version that will show on a dark
 background) **.ai or .eps ONLY**

Click or tap here to enter text.
 Click or tap here to enter text.
 Click or tap here to enter text.
 Click or tap here to enter text.
 Click or tap here to enter text.
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Client Contact Address 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 (Main) Click or tap here to enter text.
 Company Twitter Handle (optional) Click or tap here to enter text.

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 entity” on this entry? The co-primary entity can be another agency, brand, media company, partner, etc.

Note: Only ONE External Contributor may be listed as a “co-primary entity”, as in they contributed equally and should be credited to the execution of the program with the primary agency/client.

Yes

No

If yes, which **one** from above? Please list the company name. _____

Please indicate how the co-primary noted above should be credited: **co-primary CLIENT** or **co-primary AGENCY**

External Contributor Logos: Standard & Inverted (a version that will show on a dark background) **.ai or .eps ONLY**

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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.
Name of Brand/Product	Click or tap here to enter text.
Brand/Product Logo	HAVE LOGO READY FOR UPLOAD
Multicultural Excellence Awards Category	(Drop down selection will be available)
Campaign Start Date <small>(Eligibility Period: June 2020-June 2021)</small>	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	

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 (space to enter)
Entertainment & Sports	
Food & Beverage	

Media Plan Instructions



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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+

Case Study Entry Information

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.

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.

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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.

Results *(250 maximum words allowed)*

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))

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.

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.

File Uploads

If your campaign website is live, you may use one of the below fields to add the URL here. YouTube/Vimeo/other video sharing sites are **not** eligible. All file uploads must be uploaded as a physical/individual asset (unless a live URL).

Up to four (4) Creative Files may be uploaded below to support your written submission.

Recommendation on what Creative Files can be included:

- At least one (1) full execution of creative the way the target audience experienced (i.e. isolated commercial TV/digital spots, radio spots)
- Case Study video: an overview of the execution as a whole

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- Individual creative elements that represent what the target demographic would have seen/interacted with (print media, social posts, etc.)

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

File 1 Media/Type: Drop down will be available

**For some media/type selections, you will be asked to provide the specific channel(s)/platform(s) they ran on (i.e. Social Media would be Facebook, TikTok, etc.):* 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.

(Upload fields will be available for up to 4 assets)

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 still image to represent the campaign. Should you be a finalist or a winner, this image will be the primary graphic used to represent and promote your campaign 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.

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

Promotional :30 Director's cut (Optional)

Most entrants with submissions containing video assets prefer to create a director's cut of their creative work to be used for promotional purposes (social channels, awards gala, etc.). If your campaign features creative in a video format, please upload a :30 second clip that you feel best represents the work. Note, this material can be a clip from video assets you've provided in your submission. Providing your own :30 second clip ensure your work is represented and shown as preferred by the client/company.

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Team Photo (optional)

You are welcome to submit an image that represents the creative team behind the work. This element may be used on social channels, at the awards gala, etc. if identified as a winner.

Disclosure / Terms and Conditions

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 brand activation 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 platforms, etc.

Please Review [Terms & Conditions](#)

Terms & Conditions Agreement

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

I want to submit this submission to another category

The option to make an exact copy of your entry will be available. Should you wish to enter the campaign into more than one category, this function will duplicate all the answers filled in and allow you to select the addition category(s).