

ANA INTERNATIONAL



AWARDS **2022**

Sample Entry Form

Welcome to the 2022 ANA International ECHO Awards Entry Process! We wish you the best with your entry and we will be available to provide support as you need. If you have any difficulties or questions, please email our team at ECHOAWARDS@ana.net. Please allow 24 hours for a reply, Monday-Friday.

Please note ability to access a new entry form, your entries in progress, and completed entries are on the left side bar of your "Home" screen when logged in your account at www.ECHOAwards.org.

WHAT IS ELIGIBLE?

To be eligible the campaign must have run in market anytime between September 1, 2020 – November 1, 2021. 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! You can enter as many campaigns in as many categories as you wish. Teams often enter the same piece of work into multiple categories. Once you complete and submit an entry into the cart, you are offered the opportunity to clone the submission and enter it into an additional category.

HOW DO I ENTER?

This is a sample entry form for you and your team to use as a guide to prepare your submissions offline. It represents all the questions and data points that will need to be provided and inputted/uploaded into the ECHO Entry Online Platform at www.echoawards.com. Think of this form as a worksheet for your team to craft an effective ECHO case study submission.

2022 International ECHO Sample Entry Form

STAGE 1

Contact Information- Entrant, Client, Agency(s), and Other Contributor(s) Information.

This provides all necessary information as it pertains to the Entry Contact, Lead Agency(s), Client, and other contributor(s).

Entrant Contact Information:

The Entrant Contact is the individual managing communication between the Awards program and submission team(s). This person is responsible for submission, all elements being submitted, communication, and collections. Please note this individual must be authorized to review and approve terms and conditions.

Entrant Company Name *	
Entrant Contact First Name *	
Entrant Contact Last Name *	
Entrant Contact Title *	
Entrant Contact Email *	
Entrant Contact Phone *	

Entry Submitted By (Optional)

Select one option

- Agency
- Client
- Media Company
- Other

How did you hear about the ANA International ECHO Awards? (Optional)

Select one option

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

Lead Agency Information:

Primary agency responsible for the work represented in the entry and will be credited as the "lead agency" on all finalists/winners' listings and on trophy engraving. There is an option to include co-lead agency and contributors within this entry form.

Was there a "lead agency" for the work represented in this entry? *

Select one:

- No (Skip this section)
- Yes

Lead Agency Name *	
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Although the pronunciation of many agencies' names are obvious, we rely on you to learn the accurate pronunciation for production and recognitions. Indicate either the phonetic spelling of your Agency OR a familiar word that rhymes with your agency name. For example:

Raul Gonzalez: rah-OOL gon-SAH-les
 Ngoc Nguyen: nahk nuhWEN or sounds like "knock" "WIN"
 Sophia Lamagna: so-FEE-uh sounds like "lasagna"

[CLICK HERE](#) to download Phonetic Spelling Instructions.

Lead Agency Name Phonetic Spelling *	
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Lead Agency Name Audio Recording (Optional)

A simple audio recording of the pronunciation of Agency name. M4A preferred. Please save file name as: (Entry Title- As listed on this entry form)_AudioAgencyPronunciation

Example: Entry Title is "Play Hard"
 PlayHard_AudioAgencyPronunciation.m4a

[File Upload]

Lead Agency Holding Company *

Select one option

- BlueFocus
- Dentsu
- Hakuhodo
- Havas
- IPG
- MDC Partners
- Omnicom
- Publicis Groupe
- WPP
- N/A
- Other

Agency lead contact for this entry is the individual from the agency who led the work on this entry and the point of contact for agency questions or interviews. This can be the same as the Entrant Contact or the most senior agency lead for this work.

Lead Agency Contact First Name *	
Lead Agency Contact Last Name *	
Lead Agency Contact Title *	
Lead Agency Contact Email *	
Lead Agency Contact Phone *	
Lead Agency Address * Street: Line2: City: Country Code: State: Zip:	

Lead Agency Logo *

Logos must be uploaded in Adobe Illustrator or EPS formats only. If you do not have this format for your logo and upload a different version, please be aware your logo may be omitted.

Please save file name as: (Entry Title- As listed on this entry form)_LogoAgencyBasic

Example: Entry Title is "Play Hard"

PlayHard_LogoAgencyBasic.eps

[File Upload]

Lead Agency Logo Inverted (Optional)

Please also submit an inverted or transparent logo version that will show on a dark background. Logos must be uploaded in Adobe Illustrator or EPS formats only. Other versions of the logo may be omitted.

Please save file name as: (Entry Title- As listed on this entry form)_LogoAgencyInvert

Example: Entry Title is "Play Hard"

PlayHard_LogoAgencyInvert.eps

[File Upload]

Lead Agency Public Relations/Press Contacts (Optional)

Winning agencies' PR/Press contacts that are provided will receive the ANA International ECHO Awards Press Release regarding winners upon the conclusion of the 2022 Program, as well as be contacted regarding media opportunities for interviews, presenting opportunities, etc.

First Name	Last name	Title	Company	Email

Lead Agency Individual Credits (Optional)

You may list up to 10 individuals from the Lead Agency who deserve credit for contributing to the submitted entry. The order listed on the entry form will be the order displayed in the [International ECHO Winners Gallery](#). (Note: emails will remain confidential)

First Name	Last name	Title	Company	Email

Co-Lead Agency Information: *

Co-Lead agency responsible for the work represented in the entry and will be credited as the "Co-Lead agency" – equal co-creator of the work with the Lead Agency on all finalists/winners’ listings and trophy engraving. There is an option to credit additional contributors within this entry form.

Was there a "Co-Lead Agency" for the work represented in this entry?

Select one

- No (Skip this section)
- Yes

Co-lead Agency Name *	
Co-Lead Agency Name Phonetic Spelling *	

Although the pronunciation of many agencies’ names are obvious, we rely on you to learn the accurate pronunciation for production and recognitions. Indicate either the phonetic spelling of the Co-Lead Agency OR a familiar word that rhymes with the Co-Lead Agency name. For example:

- Raul Gonzalez: rah-OOL gon-SAH-les
- Ngoc Nguyen: nahk nuhWEN or sounds like “knock” “WIN”
- Sophia Lamagna: so-FEE-uh sounds like “lasagna”

[CLICK HERE](#) to download Phonetic Spelling Instructions.

Co-Lead Agency Name Audio Recording (Optional)

A simple audio recording of the pronunciation of Agency name. M4A preferred. Please save file name as: (Entry Title- As listed on this entry form)_AudioAgencyPronunciation

Example: Entry Title is "Play Hard"

PlayHard_AudioAgencyPronunciation.m4a

[File Upload]

Co-Lead Agency lead contact for this entry is the individual from the Co-Lead Agency who led the work on this entry and the point of contact for Co-Lead Agency questions or interviews. This can be the same as the Entrant Contact or the most senior agency lead for this work.

Co-Lead Agency Contact First Name *	
Co-Lead Agency Contact Last Name *	
Co-Lead Agency Contact Title *	
Co-Lead Agency Contact Email *	
Co-Lead Agency Contact Phone *	
Co-Lead Agency Address * Street: Line2: City: Country Code: State: Zip:	

Co-Lead Agency Logo *

Logos must be uploaded in Adobe Illustrator or EPS formats only. If you do not have this format for your logo and upload a different version, please be aware your logo may be omitted.

Please save file name as: (Entry Title- As listed on this entry form)_LogocoAgencyBasic

Example: Entry Title is "Play Hard"

PlayHard_LogocoAgencyBasic.eps

[File Upload]

Co-Lead Agency Public Relations/Press Contacts (Optional)

Winning Agencies' PR/Press contacts that are provided will receive the ANA International ECHO Awards Press Release regarding winners upon the conclusion of the 2022 Program, as well as be contacted regarding media opportunities for interviews, presenting opportunities, etc.

First Name	Last name	Title	Company	Email

Co-Lead Agency Individual Credits (Optional)

You may list up to 10 individuals from the Co-Agency who deserve credit for contributing to the submitted entry. The order listed on the entry form will be the order displayed in the [International ECHO Winners Gallery](#). (Note: emails will remain confidential)

First Name	Last name	Title	Company	Email

Client Information:

Primary credited client company and will be credited as the "client " on all finalists/winners' listings and on trophy engraving.

Client Company Name *	
Client Company Name Phonetic Spelling *	

Although the pronunciation of many companies' names are obvious, we rely on you to learn the accurate pronunciation for production and recognitions. Indicate either the phonetic spelling of your company name OR a familiar word that rhymes with your company name. For example:

Raul Gonzalez: rah-OOL gon-SAH-les
Ngoc Nguyen: nahk nuhWEN or sounds like "knock" "WIN"
Sophia Lamagna: so-FEE-uh sounds like "lasagna"

[CLICK HERE](#) to download Phonetic Spelling Instructions.

Client Company Name Audio Recording (Optional)

A simple audio recording of the pronunciation of company name. M4A preferred. Please save file name as: (Entry Title- As listed on this entry form)_AudioClientPronunciation

Example: Entry Title is "Play Hard"
PlayHard_AudioClientPronunciation.m4a

[File Upload]

Client Contact First Name *	
Client Contact Last Name *	
Client Contact Title *	
Client Contact Email *	
Client Contact Phone *	
Client Address * Street: Line2: City: Country Code: State: Zip:	

Client Company Logo *

Logos must be uploaded in Adobe Illustrator or EPS formats only. If you do not have this format for your logo and upload a different version, please be aware your logo may be omitted.

Please save file name as: (Entry Title- As listed on this entry form)_LogoClientBasic
Example: Entry Title is "Play Hard"
PlayHard_LogoClientBasic.eps

[File Upload]

Client Company Public Relations/Press Contacts (Optional)

Winning client's PR/Press contacts that are provided will receive the ANA International ECHO Awards Press Release regarding winners upon the conclusion of the 2022 Program, as well as be contacted regarding media opportunities for interviews, presenting opportunities, etc.

First Name	Last name	Title	Company	Email

Client Company Individual Credits (Optional)

You may list up to 10 individuals from the Client Company who deserve credit for contributing to the submitted entry. The order listed on the entry form will be the order displayed in the [International ECHO Winners Gallery](#). (Note: emails will remain confidential)

First Name	Last name	Title	Company	Email

Additional Contributing Companies and Agencies (Optional)

List any agencies or companies, other than what you have already included under Lead Agency or Client that were key contributors to the work featured in this entry. For multiple additions, please insert a comma between company names. If a winner, credits here will be displayed in the [International ECHO Winners Gallery](#).

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STAGE 2

Category and Entry Details

Please complete all required fields to ensure entry eligibility.

To be eligible the campaign must have run in market anytime between September 1, 2020 –November 1, 2021.

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.

Entry Title *	
Entry Title Phonetic Spelling *	

Although the pronunciation of words seems obvious, we rely on you to learn the accurate pronunciation for production and recognitions. Indicate either the phonetic spelling of the Entry Title OR a familiar word that rhymes with the Entry Title. For example:

Raul Gonzalez: rah-OOL gon-SAH-les

Ngoc Nguyen: nahk nuhWEN or sounds like “knock” “WIN”

Sophia Lamagna: so-FEE-uh sounds like “lasagna”

[CLICK HERE](#) to download Phonetic Spelling Instructions.

Entry Activation and Eligibility Dates

Please specify during which date range the entry was active or the dates the campaign ran. To be eligible for an ANA International ECHO Award, the campaign must have run in market anytime between the dates September 1, 2020, through November 1, 2021.

Entry Activation Date or Campaign Start Date *	
Entry Activation Conclusion or Campaign End Date *	

Entry Activation/Campaign Duration *

Select one option:

- Less than 1 month
- 1-3 months
- 4-6 months
- 7-9 months
- 10-12 months
- More than 12 months

ANA International ECHO Awards Category *

Select the category you would like this entry to be submitted. It is optional to enter more than one category. Once you finalize this entry, the option will be available to duplicate and enter it into another category. Select one:

SECTOR

- AUTOMOTIVE
- BUSINESS PRODUCTS & SERVICES
- CONSUMER PRODUCTS & SERVICES
- FINANCIAL SERVICES
- FOOD AND BEVERAGE (new)
- HEALTH, WELLNESS & PHARMACEUTICAL
- NOT-FOR-PROFIT
- PUBLISHING, ENTERTAINMENT, MEDIA, and SPORTS
- RETAIL & E-TAIL
- TRAVEL, HOSPITALITY, & TRANSPORTATION
- TECHNOLOGY AND COMMUNICATION
- UTILITIES (new)

SPECIAL

- B2B CAMPAIGN
- CAMPAIGN FOR CSR/SOCIAL GOOD
- CAMPAIGN FOR UNDER \$250,000
- CUSTOMER ACQUISITION CAMPAIGN
- CRM/CUSTOMER LOYALTY CAMPAIGN
- DATA-INSPIRED INSIGHT
- EMERGING TECHNOLOGIES
- INTEGRATED CAMPAIGN
- BRANDED CONTENT
- DATA-DRIVEN TECHNOLOGY

CHANNEL

- EMAIL
- SOCIAL MEDIA
- DIRECT MAIL
- MOBILE
- DISPLAY/SEARCH
- EXPERIENTIAL
- VIDEO CONTENT

Entry Engagement Channels/Tactics *

Select one or more options:

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

Which ones were most critical for your entry? Please list the most critical first.

First

Same list as “Entry Engagement Channels/Tactics” previous page

Second

Same list as “Entry Engagement Channels/Tactics” previous page

Third

Same list as “Entry Engagement Channels/Tactics” previous page

Entry Industry Sector *

The primary industry for this entry. Select one option:

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

Entry Market Profile *

Which market did you target?

Select one option:

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

Entry Budget (U.S. Dollars) (Optional)

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

Select one option:

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

Entry Audience Profile:

How would you describe the entry's key target audience?

Geographics (25-word max) *

Geographics includes but is not limited to (countries, states, cities, etc.), but also various geographic factors, such as climate, cultural preferences, populations, and more.

Demographics (25-word max) *

Demographics includes but is not limited to whole societies or groups defined by criteria such as education, nationality, religion, and ethnicity.

Psychographics (25-word max) *

Psychographics includes but is not limited to classification of people according to their attitudes, aspirations, and other psychological criteria.

Country In-Market *

Please select the primary country and secondary country where this entry was in-market.

(TWO DROPDOWNS WITH ALL COUNTRIES.)

STAGE 3

Showcase your Award Entry

Languages other than English: Provide English translations for all work created in another language. Entries that are missing translations may not be judged.

Please note by submitting work into the ANA International ECHO Awards, you give ANA the right to share content, data, and media in the ANA International ECHO Awards case studies after the awards have been presented.

See the full [Terms and Conditions](#).

Describe your marketing challenge or opportunity *

150 words

Tip from the Judges: 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.

Detail the campaign objectives *

150 words

Tip from the Judges: 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.

Expound your strategy *

300 words

Tip from the Judges: 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.

Details of the data *

300 words

Tip from the Judges: 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.

Illustrate your creative solution *

300 words

Tip from the Judges: 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.

Share Results and Sources *

300 words

Tip from the Judges: 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.

Data Sources Section

Provide all sources for your results, from third-party (e.g., Google Analytics) to client reported. List the name of each data source separated by a comma.

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Upload Data Results (Optional)

Please upload your entry's data summary from strategy development to results. Data is what makes an ANA International ECHO Award unique. Use this opportunity to amaze the judges with your extraordinary data. Provide your summary in a clear format, that is easily digested by the jury. Files must be viewable on an iPad.

Required format: Pdf or JPG

[File Upload]

Brief summary statement or expression *

75 words, including headline

Tip from the Judges: This is the FUN part. Provide a headline and summary that ANA can use when showcasing your effort as a case study. Tell us your “Wow!” factor. This summary will be featured in the Winner Gallery should you be a finalist or winner.

STAGE 4

Upload Files and Samples

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 entry media files is grounds for disqualification.

Languages other than English: Provide English translations for all work created in another language. Dub/subtitle videos in English or include a written translation. Entries that are missing translations may not be judged.

Image files must be readable and in the requested format to be judged.

Please note by submitting work into the ANA International ECHO Awards, you give ANA the right to share content, data, and media in the ANA International ECHO Awards case studies after the awards have been presented. See the full Terms and Conditions.

Hero Image *

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

A hero image is a large banner image, prominently placed, generally in the front and center of the webpage. In retail and wholesale business the term hero image is used to describe an image of a product that showcases it outside of a lifestyle scenario.

Please save file name as: (Entry Title- As listed on this entry form)_HeroImage

Example: Entry Title is "Play Hard"

PlayHard_HeroImage.jpg

Image Requirements:

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

[File Upload]

Campaign Website (Optional)

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

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Campaign Website Password (Optional)

If your website requires a password for viewing, please enter it here.

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Case Study Video (Optional)

Upload entry video for judging and the ANA may use for promotional and educational purposes, including, but not limited to, press/media purposes, social channels, awards galas, Marketing Knowledge Center, ANA meeting/conference presentations, and on ANA partner platforms.

Tip from the Judges: We highly recommend you upload a video if possible. This helps with the judging process and a request from our jury every year.

Please save file name as: (Entry Title- As listed on this entry form)_CaseStudyVideo

Example: Entry Title is "Play Hard"

PlayHard_CaseStudyVideo.mov

Video Requirements:

- 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

[File Upload]

Physical Samples *

Does your entry have physical samples? Judges also expect hard copy samples of materials (direct mail, collateral, packaging, etc.) if they are relevant to the entry. Label each sample with the entry name and entry number from your invoice. Include one sample of each communication per category. Send samples, postmarked by November 1, 2021, to:

ANA International ECHO Awards Submission
 Attn: Lisa Smith
 Association of National Advertisers
 155 East 44th Street, Floor 2
 New York, NY 10017

Select one

- Yes, my campaign has physical samples
- No, my campaign does not have physical samples

Additional Supporting Files (Optional) (REPEATED 6X)

Please use the following to add supportive material for your campaign. Files should be viewable on an iPad, and in PDF or JPG format.

File 1 Description/Title	
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Select one media type:

- Digital Media (including banners, mobile, animated, and/or takeovers)
- Direct Mail (must also send physical copy)
- Email
- Microsite
- Out-of-Home (OOH)
- Point of Sale (POS)

- Print
- Audio (radio, internet radio, podcasts)
- Sizzle Reel
- Social Media
- Video (broadcast and/or online)
- Website (including home screens)

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 on public channels and presentations (social channels, awards gala, websites, ANA meetings/conferences, etc.) including the [International ECHO Winners Gallery](#). 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 have provided in your submission.

Providing your own :30 second clip ensure your work is represented and shown as preferred by the client/company.

Video Requirements:

- 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

[File Upload]

Team Photo (optional)

You are welcome to submit an image that represents the creative team behind the work. This element may be used on public channels and presentations (social channels, awards gala, websites, ANA meetings/conferences, etc.) including the [International ECHO Winners Gallery](#), etc., if identified as a winner.

Disclosure/Terms and Conditions:

Finalize Submission

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 platforms, etc.

To assure the integrity of the ANA International ECHO Awards entries, protection of the ANA, and the highest standards for this industry-wide award, please be aware that by entering the ANA International ECHO Awards you are agreeing to the program's terms and conditions.

Please Review full [Terms & Conditions](#)

Confirm your agreement by checking the box below.

I agree to the terms and conditions.