

To help you prepare your REGGIE 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 REGGIE 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 Click or tap here to enter text.

**Entrant Contact Details**

- Entrant Company 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 (Main/Mobile) Click or tap here to enter text.

**How did you hear about the REGGIE Awards?**

Choose all that apply:

- Email Blast
- Social Media
- Client
- ANA Website
- Word of Mouth
- Phone Call
- 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.*

- 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.  
This is the agency name that will be credited as the "Agency of Record" for all winner promotions (awards gala credits, winner list, trophy transcriptions, showcase galleries, etc.)
- Agency Holding Company Click or tap here to enter text.
- Agency Logo (.ai or .eps only) 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 Click or tap here to enter text.
- Agency Contact Phone (Mobile/Main) Click or tap here to enter text.
- Agency Twitter Handle Click or tap here to enter text.
- Agency PR/Communications Contact

**Agency Team Credits**

Please add those individuals on the agency team who were involved in the program (up to 10). Credits provided here will be listed in the [REGGIE Winners Gallery](#). **\*\*Required details for credit are: First Name, Last Name, Title, Company/Organization.**

If selected a winner, and you wish for your [REGGIE Winner Gallery](#) dedicated page **NOT TO CREDIT** any individuals on the team, leave this section blank.

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

**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.  
     *This is the client name that will be credited as the  
     "Client of Record" for all winner promotions  
     (awards gala credits, winner list, trophy  
     transcriptions, showcase galleries, etc.)*
- Client Parent Company (if different than above)                      Click or tap here to enter text.
- Client Logo (.ai or .eps)                      HAVE LOGO READY FOR UPLOAD

**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 (Mobile/Main)                      Click or tap here to enter text.
- Company Twitter Handle                      Click or tap here to enter text.
- Client PR/Communications Contact

***Client Team Credits***

Please add those individuals on the client team who were involved in the program (up to 10). Credits provided here will be listed in the [REGGIE Winners Gallery](#). ***\*\*Required details for credit are: First Name, Last Name, Title, Company/Organization.***

If selected a winner, and you wish for your [REGGIE Winner Gallery](#) dedicated page **NOT TO CREDIT** any individuals on the team, leave this section blank.

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

**External Contributors Information**

Optional – Please add those external companies who were involved in the program (up to 5)

<i>Company/Organization Name</i>

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

Note: Only ONE (1) External Contributor may be listed as a “co-primary entity”, as in they contributed equally to the execution of the program in a co-lead capacity with the agency or 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 **.ai or .eps ONLY**  
HAVE LOGOS READY FOR UPLOAD

**Campaign Information**

Below is the information you will need to complete your REGGIE 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 (as it should be listed officially if selected a winner) Click or tap here to enter text.
- Brand/Product Click or tap here to enter text.
- REGGIE Awards Category (Drop down selection will be available)
- Campaign Start Date (drop down calendar selection) 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.*

- Audio (radio, internet radio, podcasts)
- Branded Content
- Cinema
- Contests/Sweepstakes
- Coupons
- Digital Media (incl. banners, mobile, animated, and/or takeovers)
- Direct mail
- E-Commerce
- Email
- Events
- FSI
- Gamification
- Gift with Purchase
- Giveaways
- Licensing
- Loyalty Program
- Mobile
- Out-of-Home (OOH)
- Packaging
- Partnership
- Point of Sale (POS)/In-Store
- Public Relations
- Print (incl. newspaper, magazine)
- Professional Collateral
- Programmatic
- Promotion
- Sampling
- Search (SEO/SEM)
- Social Media
- Sponsorship
- TV (incl. DRTV)
- User Generated Content
- Video (broadcast and/or online)
- Voice/Chatbots
- Website/Microsites (incl. 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. (Select one)*

- 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 (space to enter)

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**Budget**

Select the range that best represents the total 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 regarding the audience this program engaged (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 activation executed? (specific to the category)
4. How strong were the results and did they achieve business objectives? (Volume/Share/Profit)
5. How well did the activation build the brand and align with the overall brand strategy?

As you get started, please note:

- 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.*

- Sources Cited: A field will be available after the questions for you to list your sources cited, allowing you to optimize the word count allotted for each section to tell your story.

- 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.

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

Please describe the business challenge(s) you faced and what objectives you set in order to accomplish and conquer your objective(s). Based on your challenge(s), what were the targets, metrics, and goals that you strove to meet?

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**Insights & Strategy** (200 maximum words allowed)

What insights and strategies did you use when planning the campaign? Please briefly describe any research or additional insights that led you to your approach and platform.

Click or tap here to enter text.

**Concept / Big Idea** (200 maximum words allowed)

Unveil your BIG idea to us here, as simply as possible. We are looking for you to impress us and excite us with the “ah-ha” solution you developed.

Click or tap here to enter text.

**Activation / Tactics** (200 maximum words allowed)

Describe how you brought your idea to life. What Brand Activation tactics did you use to motivate your consumers? Include any additional marketing vehicles.

Click or tap here to enter text.

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

Did you meet and/or exceed your sales targets and metrics? Please provide sales information to support your answer (\$ sales, share, etc.). If you do not have the ability to share actual dollar or unit sales increases (preferred), please index your results against another metric. For example, you could show growth was 10% above plan, +10% vs. YAG, or 10% above category norm. This is also applicable for profitability or share of market.

Click or tap here to enter text.

**Results Upload (optional):** You may upload a chart/graph to illustrate your results (a single image JPG or single page PDF).

*\*\*The question directly below is only required if the Influencer Marketing is the selected category of entry*

**Influencer Engagement** (200 maximum words allowed)

How did you define engagement for the purposes of this campaign?

Please be specific about what types of actions you counted as engagement for each platform.

Example: For this influencer campaign on Pinterest, we counted saves, Pin clicks, outbound clicks, and carousel card swipes as “engagements”.

Click or tap here to enter text.

**Brand 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.

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**Relevance to the Category** (100 maximum words allowed)

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

Click or tap here to enter text.

**Sources Cited** (if applicable): Please use this field to note all sources for data you have presented (use a semicolon to separate multiple sources) 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, please add the URL here as one of your creative files.

\*YouTube/Vimeo/other video sharing sites or zip/file sharing links 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

**File 1 Translation (for non-English entries, if needed):** UPLOAD

*(NOTE: Up to six (6) files may be uploaded in this section)*

**Showcase Assets (required)**

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**



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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 - i.e. :30 second sizzle reel, :30 version of existing creative. Potential uses of this element include awards gala, [REGGIE Winners Gallery](#) and [ANA website](#).

*\*If your campaign did not have any video elements, please create and submit a compilation video of still images used for the campaign with non-licensed audio.*

- 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.

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.

### Team Photo (optional)

**We encourage you to submit an image that represents the creative team behind the work submitted!**

If selected as a winner, this element may be used across all ANA channels including the awards gala, promotional efforts, winners showcase gallery, etc.

### 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-

## 2022 ANA REGGIE Awards

Sample Submission Form (Not for Official Use)



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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

I agree to the terms and conditions.