

2022 ANA In-House Excellence Awards

Sample Submission Form (Not for Official Use)



To help you prepare your In-House Excellence entry in an optimal format for review by your team, we are providing you with this worksheet. You can use this form to create a draft of your award submission, prior to entering your final submission online via the entry portal at www.anainhouseawards.org

Application Contact information

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 Company Street Address | Click or tap here to enter text. |
| • Address 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) | Click or tap here to enter text. |

How did you hear about the In-House Excellence Awards?

Choose all that apply:

- Email
- Social Media
- Client
- ANA Website
- Word of Mouth
- Phone Call
- Letter
- Other Click or tap here to enter text.

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Primary Team Contact Information

This will be the primary team credited for this entry and the main representative for the team.

- Team Contact First Name Click or tap here to enter text.
- Team Contact Last Name Click or tap here to enter text.
- Team Contact Title Click or tap here to enter text.
- Company Click or tap here to enter text.
- Logo: Standard HAVE LOGO READY FOR UPLOAD
Logo for in-house team/agency or company
(.ai or .eps)
- Logo: Inverted HAVE LOGO READY FOR UPLOAD
(a version that will show on a dark background;
.ai or .eps)

- Street Address Click or tap here to enter text.
- Address 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.
- Team Contact Email Click or tap here to enter text.
- Team Contact Phone (Office) Click or tap here to enter text.
- Team Contact Phone (Cell) Click or tap here to enter text.

- Team Twitter Handle Click or tap here to enter text.

Team Credits

Optional – Please note the main individuals on the team who were involved in the project (up to 10)

First Name	Last Name	Title	Company/Org.	Email	Phone

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External Contributors Information

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

Company/Org.	First Name	Last Name	Title	Email	Phone

Should one of these external companies be credited as a “co-primary” on the work featured in this entry?

Note: Only one external contributor company may be listed as a “co-primary”, as if they contributed equally to the execution of the program with the primary team, and if the submission is selected as a winner, both teams would receive equal recognition.

- No
- Yes – Please indicate which company from above _____

Describe the Team Effort for the Project (select one)

- In-House agency only
- In-House agency + additional In-House teams/departments
- In-House agency + external agency partners (freelancers excluded)
- In-House team/department only (i.e. not officially organized into an internal agency)
- In-House team/department + external agency partners (freelancers excluded)
- Combination of all of the above: In-House agency + team/department + external agency partners (freelancers excluded)

Maturity of the Team

How long has your in-house agency been established?

- Less than 1 year
- 1-5
- 6-10
- 11-20
- 21-30
- more than 30

Team Size

How large is your in-house team? (full-time staff)

- Less than 5
- 5-25
- 26-50
- 51-100
- 101-200
- More than 200

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Project/Campaign Information

Below is the information you will need to complete your In-House Excellence Award submission. This information will be shared with judges. Your project/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
- In-House Excellence Award category (Drop down selection will be available)
- Live/In-Market Start Date (drop down calendar selection) Click or tap here to enter text.

- Duration In-Market Select one
 - Less than 1 month
 - 1–3 months
 - 4–6 months
 - 7–9 months
 - 10–12 months
 - More than 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 (in-person and virtual)
- 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
 - Facebook, Google, Instagram, LinkedIn, Pinterest, TikTok, Twitter, YouTube, Other
- 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.

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Industry Sector

Select which sector the brand/company competes in. (Select one)

- Advertising Agencies and Consultancies
- Aerospace and Defense
- Alcohol and Tobacco
- Apparel and Footwear
- Arts and Education
- Automotive
- Banking and Financial Services
- Business and Professional Services
- Consumer Durables
- Consumer Electronics
- Consumer Packaged Goods
- Consumer Services
- Energy and Utilities
- Entertainment and Sports
- Food and Beverage
- Healthcare
- Insurance
- Manufacturing, Industrial Goods and Services
- Media
- Nonprofits and Government
- Pharmaceuticals
- Real Estate and Construction
- Restaurants and Fast Food
- Retail
- Technology
- Telecommunications
- Travel, Transportation, Tourism and Hospitality
- Other (space to enter)

Market Profile

Please share which market was targeted: (Select one)

- Primarily B2C
- Primarily B2B
- Both B2C and B2B

Budget (Optional)

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

(Inclusive of media expenditures, production/activation costs)

- Less than \$250,000
- \$250,000–\$499,000
- \$500,000–\$999,000
- \$1 million–\$4.99 million
- \$5 million–\$9.99 million
- \$10 million +

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The Brief

Project Overview/Objectives (200 maximum words allowed)

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

Click or tap here to enter text.

Key Insights and Strategy (300 maximum words allowed)

Share the key insights that were realized and how they were applied.

Click or tap here to enter text.

Concept / Big Idea (300 maximum words allowed)

Unveil your big idea as simply as possible. What was that “ah-ha” solution your team developed?

Click or tap here to enter text.

Tactics/Creative Execution (200 maximum words allowed)

Describe how your big idea was brought to life.

Click or tap here to enter text.

Results (200 maximum words allowed)

Describe how the work met or exceeded objectives. We understand there may be concerns with sharing actual figures in the entry — insight regarding the impact of the work can be provided as indexes or percentages.

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.

Note to those entering the Special Showcase Categories – please review page 9 of this sample form to view the unique entry questions for those categories.

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Creative/Media Content

The files provided in this section should represent the creative elements/executions that were experienced by the target audience. It should represent all the work that a judge just read about in this case study submission.

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 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 project website is live, please add the URL here as one of your creative files. YouTube/Vimeo/other video sharing sites or Dropbox/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 five (5) files may be uploaded in this section)

Showcase Assets (required)

These assets will be the primary elements used to represent and promote your award-winning work 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 effort.

- 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
- It may duplicate one of the files you uploaded in the creative section for judging purposes.

Overview Summary (100 maximum words allowed)

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

Click or tap here to enter text.

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How does your entry relate to the ANA Growth Agenda?

Enterprise growth today requires a 360-degree focus on all elements of the business, including driving top-line revenue, improving business ecosystem productivity, and enhancing growth. To efficiently tackle these challenges today and for the future, the ANA established the CMO Growth council, which has identified [four global growth priorities](#) to drive business through marketing.

To help us better understand and catalogue content for future reference, please check the box(s) you find most relevant to your entry.

Note: this is for internal use only, this question will not be viewed by our judges and will not impact your score.

- Brand, Creativity, and Media
- Society & Sustainability
- Data, Technology, and Measurement
- Talent and Marketing Organization

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.

Please Review [Terms & Conditions](#)

Terms & Conditions Agreement

I agree to the terms and conditions.

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Special Showcase Categories

Given the special focus of these categories, additional questions/assets in addition to the standard entry form will be required. The unique questions will appear in the entry system based on the category you have selected for your entry.

Additional Questions for entries in Best Collaborative Effort:

What is the nature of your relationship with the external partner? (200 maximum words allowed)

e.g. AOR, one-time project, ongoing project work, etc.

Click or tap here to enter text.

How was this specific project managed? (select one)

- Our in-house team led the project
- Our external agency/partner led the project
- The project was “co-led” by our in-house team and our external agency/partner

Share insight into the breakdown of work between your in-house team and your external agency partner(s), and any other internal or external teams that worked on the project. (200 maximum words allowed)

Click or tap here to enter text.

Why do you feel this project exemplifies a best-in-class collaborative effort? (200 maximum words allowed)

Click or tap here to enter text.

Additional Question for entries in Significant Results:

How did this project drive growth for your company? (300 maximum words allowed)

Please provide 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.

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Unique Questions for entries in Best Media Plan:

Media Campaign Summary

Primary Objectives (200 maximum words allowed)

Share main objectives for the project, including media objectives.

Click or tap here to enter text.

Media Insights & Strategy (300 maximum words allowed)

Share the key insights that were realized and how they were applied.

Click or tap here to enter text.

Concept / Big Idea (300 maximum words allowed)

Unveil your big idea as simply as possible. What was that “ah-ha” solution your team developed?

Click or tap here to enter text.

Media Plan/Execution (200 maximum words allowed)

Describe how your media strategy was brought to life.

Click or tap here to enter text.

Results (200 maximum words allowed)

Describe how the work met or exceeded objectives. We understand there may be concerns with sharing actual figures in the entry — insight regarding the impact of the work can be provided as indexes or percentages.

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.

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Unique Questions for entries in In-House Team of the Year:

Team Culture (200 Maximum words allowed)

Judges will be looking for commitment to staff development and retention, how the agency/team has innovated, sustained motivation, and evidence of the impact the culture has on its output.

Click or tap here to enter text.

Business Growth (200 Maximum words allowed)

Provide evidence of the team's contribution to the growth of the company/clients' business.

Click or tap here to enter text.

Notable Achievements (300 Maximum words allowed)

Share your greatest accomplishments of the past year – what challenges did your team need to overcome? What achievements in creativity, productivity, collaboration, staffing, or business growth were your proudest moments?

Click or tap here to enter text.

Market Profile

Please share the primary market of your work: (Select one)

- Primarily B2C
- Primarily B2B
- Both B2C and B2B

Team Effort

Describe the team effort for most of your projects/assignments (select one)

- In-House agency + additional In-House teams/departments
- In-House agency + external agency partners (freelancers excluded)
- In-House team/department only (i.e., not officially organized into an internal agency)
- In-House team/department + external agency partners (freelancers excluded)
- Combination of all the above: In-House agency + team/department + external agency partners (freelancers excluded)

In-House Excellence Awards Submissions

Achieving award winning work in at least one category in the 2022 ANA In-House Excellence Awards is required for eligibility for this honor. Please provide campaign title(s) and the designated submission number(s) for your entries in this year's In-House Excellence Awards:

Submission # _____

Campaign Title: _____

Submission # _____

Campaign Title: _____

Submission # _____

Campaign Title: _____

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