

2022 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 Company Information

This will be the primary agency credited for this entry.

Agency Company	Click or tap here to enter text.
<small>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.)</small>	
Agency Contact First Name	
Agency Contact Last Name	Click or tap here to enter text.
Agency Contact Title	Click or tap here to enter text.
	Click or tap here to enter text.
Agency Holding Company	Click or tap here to enter text.



2022 ANA Multicultural Excellence Awards

Sample Submission Form (Not for Official Use)

Agency Logos (.ai or .eps only): Have logo ready for upload

Agency Company Address

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 (Main) Click or tap here to enter text.
 Agency Website Click or tap here to enter text.
 Agency Twitter Handle (optional) 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 [Multicultural Excellence Awards Winners Gallery](#). ****Required details for credit are: First Name, Last Name, Title, Company/Organization.**

If your work is selected a winner, and you DO NOT wish for your Multicultural Excellence Awards Winner Gallery dedicated page to credit individual team members, leave this section blank.

First Name	Last Name	Title	Company/Organization

Primary Client Company Information

This will be the primary client credited for this entry.

Client Company Click or tap here to enter text.
This is the client that will be credited as the "Client of Record" for all winner promotions (awards gala credits, winner list, trophy transcriptions, showcase galleries, etc.)
 Client Contact First Name
 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.
 Client Parent Company (if applicable/different than above) Click or tap here to enter text.
 Client Logo (.ai or .eps ONLY) Have logo ready for upload

Client Company Address Details



2022 ANA Multicultural Excellence Awards

Sample Submission Form (Not for Official Use)

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.
Click or tap here to enter text.
 Company Twitter Handle
 (optional)
 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 [Multicultural Excellence Awards Winners Gallery](#). ****Required details for credit are: First Name, Last Name, Title, Company/Organization.**

If selected a winner, and you DO NOT wish for your Multicultural Excellence Awards Winner Gallery dedicated page to credit individual team members, leave this section blank.

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

External Contributors Information

Optional – Please add those external contributors 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.

2022 ANA Multicultural Excellence Awards

Sample Submission Form (Not for Official Use)



- Yes
- No

If yes, which **one** from above? Please indicate the **COMPANY NAME**

Please select if the co-primary noted above should be credited: **co-primary CLIENT** or **co-primary AGENCY**

Co-Primary Logo **.ai or .eps ONLY**

Have logo ready for upload

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.
Multicultural Excellence Awards Category	(Drop down selection will be available)
Campaign Start Date <small>(Eligibility Period: June 2021-June 2022)</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	



2022 ANA Multicultural Excellence Awards

Sample Submission Form (Not for Official Use)

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)

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+

2022 ANA Multicultural Excellence Awards

Sample Submission Form (Not for Official Use)

Case Study Entry Information

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.

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.

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.

Additional Information, Insights, Comments (200 maximum words allowed)

Share any information that provides additional context for the judges (e.g. competitive landscape, brand building achievements, general results, etc.)

Click or tap here to enter text.

2022 ANA Multicultural Excellence Awards

Sample Submission Form (Not for Official Use)

NOTE: The following Results question only applies to entries in the Demonstrated Growth Category

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.

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 video, audio, image, etc. file uploads must be uploaded as a physical/individual asset.*

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

File 1 Description/Title of asset: 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.

2022 ANA Multicultural Excellence Awards

Sample Submission Form (Not for Official Use)

(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 judged portion 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.

Potential uses of this element include awards gala, [Multicultural Excellence Awards Winners Gallery](#) and [ANA website](#).

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, on your [winners gallery page](#), promotional assets for the program, 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

2022 ANA Multicultural Excellence Awards

Sample Submission Form (Not for Official Use)

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).