



Welcome to the 40th Anniversary year of the REGGIE Awards!

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 reggieawards@ana.net.

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.reggieawards.org.

WHAT IS ELIGIBLE?

To be eligible the marketing effort must have run in any market around the globe during the calendar year 2022. 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. Please make sure your entry copy is consistent with the category you’re entering.

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 REGGIE Entry Online Platform at www.reggieawards.org.

SAVE THE DATE!

Be sure to join us in celebrating 40 years of the best in brand activation marketing!
The 40th REGGIE Awards Gala is set for Wednesday, April 26, 2023, at the ANA Brand Masters Conference.

2023 ANA REGGIE Awards

Sample Submission Form (Not for Official Use)



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.

Entry Contact Information

The Entry 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 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 Email Click or tap here to enter text.
- Entrant Contact Phone Click or tap here to enter text.

How did you hear about the REGGIE Awards?

Choose all that apply:

- ANA Website
- Client
- Email
- Phone Call
- Past Entrant
- Past Judge
- Social Media
- Word of Mouth/Colleague Recommendation
- Digital ad
- Other Click or tap here to enter text.

Primary Agency: Company Information

This is the agency company that will be credited as the primary/lead "Agency of Record" for all winner promotions (awards gala credits, winner list, trophy engravings, showcase galleries, etc.)

- Agency Company Click or tap here to enter text.
- Agency Logo (.ai or .eps only) HAVE LOGO READY FOR UPLOAD
- Agency Holding Company Click or tap here to enter text.

2023 ANA REGGIE Awards

Sample Submission Form (Not for Official Use)



Primary Agency: Contact Information

Agency 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 Entry Contact or the most senior agency lead for this work.

• 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.
• 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

We ask you please provide at least (3) individuals to credit from the Agency Team who were involved in the program. You may credit up to ten individuals. 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, your work and credits will be featured in the [REGGIE Winner Gallery](#) on your dedicated page.

First Name	Last Name	Title	Company/Org.	Email	Phone

2023 ANA REGGIE Awards

Sample Submission Form (Not for Official Use)



Primary Client: Company Information

This is the client company that will be credited as the primary/lead “Client of Record” for all winner promotions (awards gala credits, winner list, trophy engravings, showcase galleries, etc.)

- Client Company Click or tap here to enter text.
- Client Logo (.ai or .eps only) HAVE LOGO READY FOR UPLOAD

Primary Client: Contact Information

Client 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 Entry Contact or the most senior agency lead for this work.

• 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.
• 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.
• Client Twitter Handle	Click or tap here to enter text.
• Client PR/Communications Contact	

Client Team Credits **

We ask you please provide at least (3) individuals to credit from the Client Team who were involved in the program. You may credit up to ten individuals. 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, your work and credits will be featured in the [REGGIE Winner Gallery](#) on your dedicated page.

First Name	Last Name	Title	Company/Org.	Email	Phone

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 Timing

- Campaign Start Date (drop down calendar selection)
- 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 Channels/Engagement Tactics *(Choose all that apply)*

- Affiliate/Ambassador Program
- AI/VR
- Audio (Terrestrial Radio, Streaming Radio/Audio, Podcasts, Voice)
- Branded Content
- Cinema
- Connected TV/OTT/Streaming Video
- Contests/Sweepstakes
- Coupons
- Digital Media (Display/Video)
- Direct mail
- E-Commerce
- Email
- Events
- FSI
- Gaming and Esports
- Gift with Purchase
- Giveaways
- Influencers
- Licensing
- Loyalty Program
- Metaverse
- Mobile
- Out-of-Home (OOH/DOOH)
- Packaging
- Partnership
- Point of Sale (POS)/In-Store
- Public Relations
- Print (incl. newspaper, magazine)
- Professional Collateral
- Programmatic
- Promotion
- QR Code
- Retail Media
- Sampling
- Search (SEO)
- Search (SEM)
- Social Media
 - BeReal, Instagram, LinkedIn, Meta, Pinterest, Reddit, Snapchat, TikTok, Twitch, twitter, WhatsApp, YouTube, Other
- Social Shopping
- Sponsorship
- TV (incl. DRTV)
- User Generated Content
- Video (broadcast and/or online)
- Voice/Chatbots
- Websites
- Word of Mouth
- 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.)*

- 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)

2023 ANA REGGIE Awards

Sample Submission Form (Not for Official Use)



Entry Market Profile

Which audience was the primary target for this work? (Select one)

- Consumer Only
- Business-to-Business Only
- Both Consumer & B2B

Country In-Market

Please select the primary country where this entry was in-market. (Drop down selection will be available)

Any additional countries? [Click or tap here to enter text.](#)

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 is available 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. Entries not accompanied by translations and/or explanations will not be judged.

2023 ANA REGGIE Awards

Sample Submission Form (Not for Official Use)



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

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

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.

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.

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.

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.

Results Upload (optional): You may upload a chart/graph to illustrate your results

(a single image JPG or single page PDF).

Brand Building (100 maximum words allowed)

How did you build your brand and accelerate its growth in the marketplace?

Relevance to the Category (100 maximum words allowed)2

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

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.

REGGIE GEM® Award

Spotlighting the industry's change makers and influencers committed to the authentic, accurate portrayals of women and girls in their marketing efforts.

Do you wish this work to be considered for the REGGIE GEM Award?

- Yes
- No

Any submission into the 2023 REGGIE Awards may also enter the REGGIE GEM® Award.

Creative Requirements:

- At least one creative execution which must include women and/or girls (animated/virtual humans not applicable)
- Any type of creative is acceptable: video (linear or digital), digital, audio, print, OOH, or social posts.

Entries wishing to be considered will automatically be duplicated and entered into the REGGIE GEM category. REGGIE GEM submissions making it to the REGGIE Second Round of the judging process within their main REGGIE award category(s) will be contenders for a GEM Award. GEM Award contenders will have their creative work go through the GEM testing process to provide a shortlist of finalists, with awards going to the top 3 submissions achieving the highest GEM® scores.

All submissions into the REGGIE GEM Awards specialty category (regardless of finalist or winner status)— will receive a full GEM® Report on their submission - which will provide insight into the key themes and drivers of their GEM Score.

The entry fee rate for this specialty category award is \$350 USD.

Currently, GEM reports are only available to SeeHer member companies, so this is an exclusive opportunity for REGGIE entrants to obtain a complete GEM analysis at a fraction of the normal cost.

Also Note - REGGIE GEM Award winners will be invited to accept their award on stage at the 2023 REGGIE Awards Gala.

Creative/Media Content

You can provide up to (6) examples of the creative work/engagement that was executed in market.

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.*

File Uploads: For live websites, please add the URL here as one of your creative files. (zip/file sharing links are not eligible.)

Required Creative File (1 of 6 examples)

1. Hero Image

This designated image will be the primary elements used to represent and promote your campaign on various platforms. Should you be a finalist or a winner, the image will be utilized in showcasing your work for publicity and educational purposes. 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*

Additional Creative Files (2-6 examples)

The entry may include any combination of creative materials from any media platform, channel, or form of engagement had with the target audience. Please submit examples in the way the target audience experienced it - judges prefer to see creative in its entirety to know how it was received by the intended audience. For example, show full commercial spots vs. providing a compilation reel with abbreviated versions of the creative work.

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.

:30 Directors Cut

A 30 second video that encapsulates the key creative/engagement elements of the campaign - i.e., a video example that is :30 or less; cut a longer example of creative down to :30; a :30 second compilation/sizzle reel, etc.. Potential uses of this element include awards gala, [REGGIE Winners Gallery](#) and [ANA website](#).

- 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.

Recent Examples:



ANA Research: Client-Agency Relationship

ANA is seeking to learn more about the average tenure of client - agency relationships in connection to the achievement of award-winning work. **Note this information will only be shared in aggregate without reference to company names.**

This will not be shared with judges, nor will it be a part of the awards judging process in any way.

ANA RESEARCH QUESTION:

How many years has this client - agency team who worked together to produce the marketing represented in this submission been working together? (Lead agency/Lead client on this marketing effort)

- Less than a year
- 1-3 years
- 4-5
- 6-10
- 11-15
- 16-20
- More than 20
- NA – the work represented in this submission was done by a single internal team vs. a client-agency dynamic

Disclosure/Terms and Conditions

Finalize Submission

The mission of the ANA (Association of National Advertisers) is to drive growth for marketing professionals, brands and businesses, the industry, and humanity. The ANA serves the marketing needs of 20,000 brands by leveraging the 12-point ANA Growth Agenda, providing education, and learning for more than 50,000 industry members. The ANA offers an online content portfolio of best practices, insightful event recaps, in-depth research reports, award-winning case studies, available in the ANA 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, educational workshops, ANA partner platforms, etc. in addition to being included in the ANA's Marketing Knowledge Center.

Please Review [Terms & Conditions](#)

Terms & Conditions Agreement

I agree to the terms and conditions.