



### **Welcome to the ANA In-House Excellence 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 [inhouseawards@ana.net](mailto:inhouseawards@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 [anainhouseawards.org](http://anainhouseawards.org).

### **WHAT CAMPAIGNS ARE ELIGIBLE?**

Eligibility for the 2023 ANA In-House Excellence Awards: Any marketing asset or project created by an in-house agency, team, or department to promote their company's brand, product or service that went live/ran in-market from January 1 to December 31, 2022.

All entries must be submitted in English, but creative containing all languages are welcome. Please be sure to include English translations for creative materials written or spoken in other languages.

### **CAN I SUBMIT MORE THAN ONE ENTRY?**

Yes, you can enter as many entries in as many categories as you wish. Often, campaigns will involve multiple marketing techniques that could fit into more than one category that are worthy of individual recognition.

If you choose to enter the same campaign in multiple categories, you will be asked to explain how it fits into the parameters of each. Entering your campaign into more than one category will increase your chances of winning, but it is important to clearly explain why it is appropriate for each to improve your chances with the judges.

### **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 ANA In-House Excellence Awards platform on [anainhouseawards.org](http://anainhouseawards.org).

# 2023 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 the judges, 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](http://www.anainhouseawards.org).

(\* = Required Field)

## **Entrant 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 In-House Excellence 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 Team: Company Information**

*This will be the primary team credited for this entry and the main representative for the team (awards gala credits, winner list, trophy engravings, showcase galleries, etc.).*

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

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## Primary Team: Contact Information

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

● *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.
● *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.
● *Team Contact Email	Click or tap here to enter text.
● *Team Contact Phone	Click or tap here to enter text.
● *Team Twitter Handle	Click or tap here to enter text.
● *Team PR/Communications Contact: Full Name	Click or tap here to enter text.
● *Team PR/Communications Contact: Email	Click or tap here to enter text.

## \* Team Credits

We ask you please provide at least three individuals to credit from the team who were involved in the program. You may credit up to ten (10) individuals. Credits provided here will be listed in the [In-House Excellence 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 [In-House Excellence Awards Winners Gallery](#) on your dedicated page.

First Name	Last Name	Title	Company/Org.	Email	Phone

# 2023 ANA In-House Excellence Awards

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## External Contributors Information

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

<i>Company/Organization Name</i>

**Should one of these external companies 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 in-house team.*

- Yes
- No

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

External Contributor Logos: Standard **.ai or .eps ONLY**

HAVE LOGOS READY FOR UPLOAD

**\*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

# 2023 ANA In-House Excellence Awards

Sample Submission Form (Not for Official Use)



## 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 (as it should be listed officially if selected as a winner) Click or tap here to enter text.
- \*Name of Brand/Product Click or tap here to enter text.
- \*Brand/Product Logo HAVE LOGO READY FOR UPLOAD
- \*In-House Excellence Award category (Drop down selection will be available)

*Requirement: To be considered for the In-House Team of the Year Award, you must be recognized as a team that produces award-worthy work in the 2023 ANA In-House Excellence Awards. Teams winning an award for their work in any category will then be eligible for the In-House Team of the Year honor.*

- \*Live/In-Market Start Date (Eligibility for the 2023 ANA In-House Excellence Awards: Any marketing asset or project that went live/ran in-market from January 1 to December 31, 2022. Note: Work/Project may have started in market prior to January 1, 2022 and may end it's run in market after December 31, 2022) (Drop down selection will be available)
- \*Duration of Campaign Select one
  - Less than 1 month
  - 1–3 months
  - 4–6 months
  - 7–9 months
  - 10–12 months
  - Over 12 months

# 2023 ANA In-House Excellence Awards

Sample Submission Form (Not for Official Use)



## **\*Media/Engagement Channels** (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 In-House Excellence Awards

Sample Submission Form (Not for Official Use)



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## **\*Entry Market Profile**

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

- Primarily B2C
- Primarily B2B
- Both B2C & B2B

## **Primary 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** (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 +

## **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.](#)

# 2023 ANA In-House Excellence Awards

Sample Submission Form (Not for Official Use)



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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 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.

### **\*Tactics/Creative Execution** (200 maximum words allowed)

*Describe how you brought your idea to life.*

Click or tap here to enter text.

### **8Results** (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 14 of this sample form to view the unique entry questions for those categories.



# 2023 ANA In-House Excellence Awards

Sample Submission Form (Not for Official Use)



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## **In-House 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 In-House GEM Award?

- Yes
- No

Any submission into the 2023 ANA In-House Excellence Awards may also enter the In-House 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 enter the In-House GEM category. Only the highest scoring submissions within their main In-House Excellence award category(s) in the In-House Excellence Award main round of judging will be contenders for an In-House GEM Award. In-House GEM Award submissions will have their creative work go through the GEM® testing process to provide a shortlist of finalists, with the In-House Excellence GEM Awards going to the top 3 contenders achieving the highest GEM® scores.

All submissions in the In-House GEM Award 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 In-House Excellence Awards entrants to obtain a complete GEM® analysis at a fraction of the normal cost.*

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## **Creative/Media Content**

Up to six (6) pieces of creative can be submitted.

The files you provide in this section should represent the creative elements/executions that were experienced by your target audience. It should represent all the work that a judge just read about in your case study submission. You don't need to provide examples from all the engagement channels you noted on the channel checklist, but you should have the Primary Engagements represented. Below are the types of files that are acceptable to provide with your submission. Submit files relevant to your entry.

### **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:**
  - **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.

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- Video to be limited to 180 seconds, with a suggested runtime of 120 seconds. We strongly urge you to submit a video along with your entry, especially if you make it to the first final round. Judges rely on these videos to help explain the case study and ultimate outcome of your campaign.

## 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.

## File Uploads

If your campaign website is live, please add the URL here. YouTube/Vimeo/video sharing sites or zip/file sharing sites are not eligible.

## Required Creative File (1 of your 6 examples)

### 1. Hero Image

One of your 6 creative uploads must be a designated "Hero Image." This designated image will be the primary element 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

**\*File 1 Hero Image Name:** Click or tap here to enter text.  
**\*File 1 Hero Image Media/Engagement Channel:** Click or tap here to enter text.  
**\*File 1 Hero Image Type:** (Drop down selection will be available)  
**\*Hero Image Upload:** HAVE FILE READY FOR UPLOAD

## 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 creativity 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.

**\*File 2-6 Description/Title:** Click or tap here to enter text.  
**\*File 2-6 Media/Engagement Channel:** Click or tap here to enter text.  
**\*File 2-6 Type:** (Drop down selection will be available)  
**\*File 2-6 Upload:** HAVE FILE READY FOR UPLOAD  
**File 2-6 Translation (for non-English entries, if applicable):** HAVE FILE READY FOR UPLOAD

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

# 2023 ANA In-House Excellence Awards

Sample Submission Form (Not for Official Use)



## Showcase Assets

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 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.

### \*Overview Summary (50 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.

### \*:30 Directors Cut

Please provide 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, [In-House Excellence Awards 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.

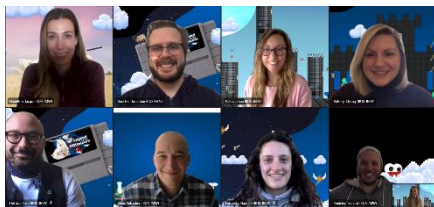
- Codec: ProRes 422, H.264, MP4, M4V, or uncompressed MOV
- Resolution: 1920x1080 or 1280x720 for 16:9 format; 1440x1080 or 960x720 for 4:3 format.

### 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:



# 2023 ANA In-House Excellence Awards

Sample Submission Form (Not for Official Use)



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## **Award Entry Audit**

An Entry Audit is a resource that provides insight into how your submission did in the competition. It notes which sections of your case submission were the strongest and which were weakest, shares how your entry fared within its category and within the competition overall, plus feedback that judges provided specifically about your entry.

You may reserve an Entry Audit for your submission at this time at a special discounted rate of \$200 per submission. Once the entry phase is closed, you can order an Audit for the standard fee of will be \$350.

\*Would you like to reserve an Entry Audit for this submission?

- Yes
  - No
- 

## **ANA Research Initiative**

The following questions are being asked as part of all entries in all ANA Award Programs. We kindly request you do your best to answer these questions if the information is readily available to you. Information about your company or entry specifically WILL NOT BE SHARED and WILL NOT IMPACT JUDGING but rather it will be used to help understand and share insight on various dynamics of marketing teams.

**This information collected in this effort will ONLY be shared in aggregate without any reference to company, brand, or campaign/program names.**

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

### ANA Research: Team Diversity

Inclusion and equality have never been more important to our society or critical to business success, and the ANA is at the forefront of research and initiatives that drive more inclusivity and equity in marketing. With the increasing industry focus on DEI, we are interested in learning more about the diversity of teams who participate in ANA's award programs.

#### QUESTIONS:

Considering the core team that worked on the campaign/project/program featured in this submission, please answer the following questions to the best of your ability. If you truly do not know if a certain diversity is represented on the core team, then insert "IDK" – I don't know.

\*1. How many people are on the core team from your company that worked on the campaign/project/program featured in this submission:

\_\_\_\_ (insert a number)

\*2. How many members of the core team are: (insert a number 0 and above or IDK)

- \_\_\_\_ Female
  - \_\_\_\_ Male
  - \_\_\_\_ Non-binary
-

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Sample Submission Form (Not for Official Use)



\*3. How many members of the core team are: *(insert a number 0 and above or IDK)*

- \_\_\_\_\_ American Indian, Native Americans or Alaska Native
- \_\_\_\_\_ Asian
- \_\_\_\_\_ Black or African American
- \_\_\_\_\_ Native Hawaiian or Other Pacific Islander
- \_\_\_\_\_ Hispanic or Latino
- \_\_\_\_\_ White
- \_\_\_\_\_ Multiracial

\*4. Does your core team include representation from the LGBTQ+ community?

- Yes
- No
- I don't know

## ANA Research: Client-Agency Relationship

ANA is seeking to learn more about the average tenure of client - agency relationships.

### 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)

*Choose one:*

- 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

# 2023 ANA In-House Excellence Awards

Sample Submission Form (Not for Official Use)



## 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.

# 2023 ANA In-House Excellence Awards

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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.

# 2023 ANA In-House Excellence Awards

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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)*

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

### **\*Team Effort**

*Describe the team effort for most of your projects/assignments (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 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 2023 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: \_\_\_\_\_



# 2023 ANA In-House Excellence Awards

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## Finalize Submission

### Disclosure/Terms and Conditions

In order to assure the integrity of the ANA In-House Excellence Awards entries, protection of the Association of National Advertisers (“ANA”), and the highest standards for this industry-wide award, please be aware that by entering into the ANA In-House Excellence Awards you are agreeing to the below terms and conditions: All entrants to the Awards represent and warrant to the ANA that their Awards entry is either original and the entrant either owns the work or the entrant has all necessary permission from the owner to enter the work in the Awards. The entrant acknowledges and agrees that the ANA and the Awards shall not be liable for any trademark or copyright infringement, or infringement of any other third party’s rights, based on the Awards entry supplied by the entrant.

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 full details of our [Terms & Conditions](#)

\*Terms & Conditions Agreement

I agree to the terms and conditions.