



2023 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:

- ANA Website
- Client
- Digital ad
- Email
- Phone Call
- Past Entrant
- Past Judge
- Social Media
- Word of Mouth/Colleague Recommendation
- 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. |



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External Contributors Information

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

Company/Organization Name

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 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 Click or tap here to enter text.
(Eligibility Period: June 2022-June 2023)
- Duration of Campaign Select one
 - Less than 1 month
 - 1-3 months
 - 4-6 months
 - 7-9 months
 - 10-12 months
 - Over 12 months



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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 | |

Media/Engagement Channels

Choose all that apply.

- | | |
|--|--|
| <ul style="list-style-type: none">• 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) | <ul style="list-style-type: none">• 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)

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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 (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+

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.](#)

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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.

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NOTE: The 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 six (6) 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.

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(Upload fields will be available for up to 6 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)

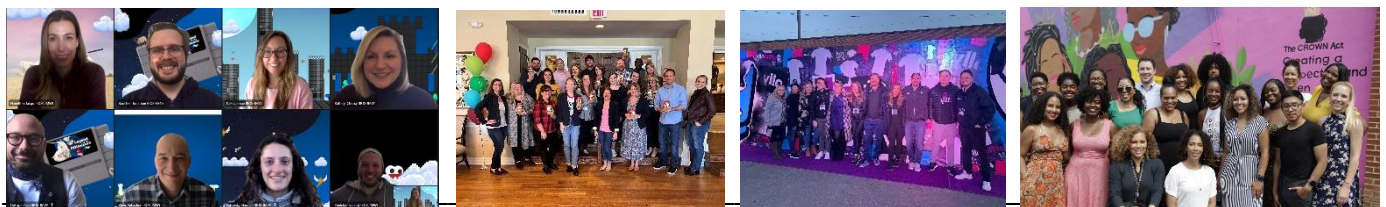
Most entrants with submissions containing video assets prefer to create a director's cut of their creative work to be used for promotional purposes (social channels, awards gala, etc.). If your campaign features creative in a video format, please upload a :30 second clip that you feel best represents 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.

Recent Examples:



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Award Entry Audits

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 purchase an Entry Audit for your submission at the time of entry 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.

- 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 marketing teams.

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.

Research Question #1

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)

Click or tap here to enter text.

Research Question #2

2. How many members of this core team are:

(Please click on each and insert a number 0 and above or IDK)

Female

Click or tap here to enter text.

Male

Click or tap here to enter text.

Non-Binary

Click or tap here to enter text.

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Research Question #3

3. How many members of this core team are: *(Please click on each and insert a number 0 and above or IDK)*

American Indian, Native Americans or Alaska Native

Asian

Black or African American

Hispanic or Latino

Multiracial

Native Hawaiian or Other Pacific Islander

White

Research Question #4

4. Does this 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)

- 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

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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 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).