



## 2017 INTERNATIONAL ANDY AWARDS

FOR OVER 50 YEARS, THE INTERNATIONAL ANDY AWARDS HAVE SUPPORTED AND UPHELD THE INTEGRITY OF CREATIVITY IN ADVERTISING. As the most sought-after award for creative excellence, the ANDYs recognize the contributions of individuals and companies who continually innovate, experiment and inspire. The mission is to continually raise standards for craftsmanship in the industry around the world and to stimulate novel approaches to communication.

Entrants are eligible to win Bronze, Silver and Gold ANDY Awards, as well as compete for the Show's highest honor, the GRANDY. In addition to gaining prominence within the industry, the GRANDY winner receives a cash prize of \$50,000. All Public Service Gold ANDY winners are eligible for the Richard T. O'Reilly Award (named in memory of the National Director of the Partnership for a Drug-Free America), the title of the best PSA of the year and a cash prize of \$10,000. All Gold winners (with the exception of PSA work) are considered for the annual Bravery Award recognizing the marketer for their courage and allowing for innovative and contagious ideas to help evolve our industry.

Produced by The ADVERTISING Club of New York, the ANDYs are one of the only not-for-profit award shows in the industry, with proceeds going directly to The ADVERTISING Club Foundation to fund its education and diversity initiatives. The Foundation is committed to supporting and cultivating talent entering the Advertising and Marketing industry while promoting inclusion and work force diversity.

### 2017 JURY CHAIRMAN

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Chief Creative Officer,  
Deutsch North America, Los Angeles

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Founder / Chief Creative Officer,  
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**NAOKI ITO**  
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PARTY, Tokyo

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Chief Executive Officer & Chief Creative  
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Creative Officer, R/GA, New York

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SVP Global Brand Management,  
Burger King, Miami

**KATRINE JO MADSEN**  
Senior Creative, TBWA DAN, Paris

**THAM KHAI MENG**  
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Founder, the community, Miami

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**PER PEDERSON**  
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**ERIC SILVER**  
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Chief Creative Officer, Y&R, New York

**MARK TUTSSEL**  
Global Chief Creative Officer, Leo Burnett  
Worldwide & Creative Chairman, Publicis  
Communications, Chicago

**GÖTZ ULMER**  
Partner / Executive Creative Officer,  
Jung von Matt, Hamburg

### THE ANDY AWARDS ARE UNDER THE DIRECTION OF:

**GINA GRILLO**  
President & CEO

**LUCY TRUGLIO**  
Director

**ARIEL BLAKEMAN**  
Manager

**NICK PAPPAS**  
Coordinator

### CONTACT THE ANDY AWARDS:

**TELEPHONE**  
212.533.8080

**EMAIL**  
contact@andyawards.com

**WEBSITE**  
www.andyawards.com

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# DEADLINE: JANUARY 13TH, 2017 (NO LATE FEES) FOR WORK THAT HAS RUN FEBRUARY 9, 2016 - FEBRUARY 24, 2017

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## ENTRY FEES

### SINGLE

entries require a \$350 entry fee.\*

### CAMPAIGN (2-3 EXECUTIONS)

entries require a \$425 entry fee.\*

AGIN, BRC, CGC, EVT, ECOM, GAM,  
MOB, SOC, STN, WEA, WEB, WEF

require a \$475 entry fee.\*

### INTEGRATED AND RESET

entries require a \$525 entry fee (not limited to a set number of executions or the media used).\*

\*Add \$100 per entry after January 13th deadline.

## UPLOAD FEES (PER FILE)

PRINT: \$10 USD

RADIO: \$20 USD

VIDEO: \$50 USD

## PAYMENT

*Mail a complete itemized list of all of your entries submitted with proof of payment.*

### CREDIT CARD PAYMENT (*Amex, Visa + Master Card*)\*

\*Please note a 4% processing fee will be added to your total.

### CHECK OR MONEY ORDER (*US Funds*) payable to:

The International ANDY Awards  
989 Avenue of the Americas, 7th Floor  
New York, NY 10018 USA

### BANK TRANSFER:

*Reference the invoice number on the bank transfer.*

*A copy of the bank transfer must accompany the entries' itemized list.*

For the full bank transfer details please email  
[contact@andyawards.com](mailto:contact@andyawards.com).

## INSTRUCTIONS AND STEPS FOR ENTERING:

STEP 1: Choose ONE MEDIA CODE along with its FILE TYPE for your entry:

*File type needed to enter in entry code:*

- F Film Entry
- P Print Entry
- R Radio Entry

STEP 2: Choose an Advertiser, Craft or Design category. Work can be entered into as many categories as you deem appropriate.

### MEDIA CODES

AGIN	Agency Innovation Non-client agency initiatives that result in the creation of a creative product or service. F, P	OOH	Out-of-home (outdoor, transit, kiosks, etc.) P, F
BRC	Branded Content. Content that is created for use across media that does not conform to traditional advertising formats. Includes digital applications and real-world products created in service of a brand. F, P	PRM	Printed Materials (brochures, catalogs, annual reports, logos, packaging) P
CGC	Consumer Generated Content. A branded value exchange where consumers are involved with the brand in generating media for use in consumer campaigns. F, P	PRO	Promotional items (POP, displays, invitations, etc.) P
DIR	Direct Response. Print or broadcast advertising that provides a response vehicle to the target audience. F, P, R	RAD	Radio R, F
ECOM	Ecommerce. An example of innovative advertising that drives online or mobile transactions by helping customers find, discover and buy. F	RESET	Innovative work that is moving the industry forward. Work entered in this category should be ground-breaking and not conform to or with other categories. F
EVT	Events. Promotions for specific special events including but not limited to brand launches, experiential marketing, concerts, sporting events, tours, and others. F, P	SOC	Social Marketing. Communications that create essential connections between brands and consumers using both paid and unpaid channels, and encourages consumers to share brand messages to generate word of mouth. All media channels accepted with the addition of PR and Experiential. P, F
GAM	Gaming. Actual game to be played on a platform or online for a client. F, (U optional)	TVA1	Television spots :30 and under F
INT	Integrated Media. One component must be interactive. The whole campaign and all of its components' must be evident in each part of the submission. Interplay between the media should be core to the creative integrity and strategy of the work. F.	TVA2	Television spots over :30 F
MAG	Magazine P	VIC	Video/Cinema. (Not for broadcast. Use in movie theaters, airlines, etc.) F
MOB	Mobile. Advertising created for mobile devices including apps. F, (U optional)	WEA	Web Advertising / Web Film. Advertising running in paid media; banners, interstitial, over-page unit or homepage take over using GIF, flash, video or rich media technology. F, U
NEW	Newspaper P	WEB	Website / Microsite. Designed primarily as an advertisement or promotion for a product or service. F, U
		WEF	Long-Form Video. Video advertisement deployed in paid media or unpaid web media, created specifically for the web, two minutes or greater in length. F, U

U - A UNIQUE LIVE URL (including the same content) must accompany entries in this category in ADDITION to a film upload of the entry.

*Please note URLs must remain live through May 2017. All entries that are not viewable during this time frame will be disqualified.*

*\*Please note; Both RESET and INTEGRATED will only have the option to upload ONE file to represent the project.\**

## CATEGORIES: SELECT FROM ADVERTISER, PRODUCTION, OR DESIGN

### ADVERTISER CATEGORIES

100	AGRICULTURAL PRODUCTS Insecticides, pesticides, fertilizers, equipment, feed and all other products and services intended for agricultural use.	114	HEALTH & MEDICAL PRODUCTS & SERVICES Over-the-counter and prescription drugs, medications and dental/medical care.
101	AUTOMOTIVE ADVERTISING/PRODUCTS Automobiles, trucks, motorcycles, gasoline and all other automotive-related products.	115	HOUSEHOLD CONSUMER PRODUCTS & SERVICES Cleaning products and domestic services, detergents, floor-care products, paint, paper products and garden-care maintenance products. Includes furniture and all other furnishings as well as appliances for the home.
102	BEST USE OF AN INFLUENCER Best use of a celebrity or personage for a brand in all advertiser categories.	116	INSTITUTIONAL/CORPORATE All advertising of a corporate or educational nature. Includes colleges, universities and schools.
103	BEVERAGE—ALCOHOL Beer, wine, liquor and all other beverages containing alcohol.	117	LEISURE/TRAVEL Tourism, cruises, hotels, resorts, amusement parks, sports events and all other recreational/leisure products and services.
104	BEVERAGE NON-ALCOHOL Soft drinks, coffee, tea, milk and other non-alcoholic beverages.	118	MEDIA Cable, network and local television channels and shows, radio, magazines, newspaper and all other consumer or trade media advertising.
105	BUSINESS PRODUCTS & COMMUNICATION SERVICES Computers, telephones, delivery services and all other products and services intended for business use.	119	PERSONAL PRODUCTS Bath products, deodorants, mouthwashes, shaving products, hair care products, etc.
106	CONSUMER ELECTRONIC PRODUCTS Cameras, TVs, and all related items.	120	PET PRODUCTS Pet foods, flea and tick repellents, kitty litter and all other pet-related products.
107	CORPORATE RESPONSIBILITY Work by for-profit companies with conscious creative business ideas that help grow their brands while also contributing socially responsible solutions to local and global challenges.	121	PUBLIC-SERVICE/NON-PROFIT ORGANIZATIONS All advertising created for a non-profit organization.
108	COSMETICS Makeup, nail products, perfumes, lotions and colognes.	122	RETAIL Department and specialty stores, automotive dealers and all other retailers except food.
109	ENTERTAINMENT Motion pictures, plays, books, concerts.	123	RETAIL FOOD Fast food chains, restaurants, grocery stores and other food retailers.
110	FASHION LUXURY & ACCESSORIES Clothing, eyewear, jewelry and related items.	124	SUSTAINABILITY Programs created in service of a brand that provide utility and create improved quality of life.
111	FINANCIAL PRODUCTS & SERVICES Banks, brokerages, credit cards, credit unions, insurance, finance corporations, real estate and all other related services.	125	TOYS, GAMES & SPORTS Toys, games, sporting goods and all other related items intended for play activity.
112	FOOD (PACKAGED) All packaged and frozen foods (i.e., breakfast foods, snacks, confections, soups, dairy products and desserts).	126	TRANSPORTATION Air, train, bus and ship lines, car rentals and all other transportation-related services, not including automotive.
113	GOVERNMENT/POLITICAL Civil services, lottery and all paid municipal, state, Federal Government, political and armed forces advertising.		

## PRODUCTION CATEGORIES

200	ANIMATION
201	ART DIRECTION
202	CINEMATOGRAPHY
203	COPY WRITING
204	CREATIVE TECHNOLOGY
205	DIRECTION
206	EDITING
207	EXISTING MUSIC SCORE Scores that have been repurposed for a new body of work.
208	ORIGINAL SCORE MUSIC Music that has been composed specifically for a new body of work.
209	SPECIAL EFFECTS Live production, table top, stop motion, motion control, and sound.
210	VIRTUAL REALITY

## DESIGN CATEGORIES

211	CORPORATE/BRAND IDENTITY	216	ILLUSTRATION
212	DIGITAL DESIGN	217	LOGOS
213	EDITORIAL DESIGN	218	PACKAGE DESIGN
214	ENVIRONMENTAL DESIGN	219	PHOTOGRAPHY
215	GRAPHIC DESIGN	220	TYPOGRAPHY

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# SPECIFICATIONS FOR UPLOADING

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IF YOU HAVE ANY QUESTIONS ABOUT SUBMITTING YOUR WORK, PLEASE CONTACT [SUPPORT@AWARDCORE.COM](mailto:SUPPORT@AWARDCORE.COM)

For assistance formatting your creative to our specs, please refer to [EntryBot.com](http://EntryBot.com). Quickly upload your files and select International ANDY Awards. EntryBot is in the cloud and available 24/7 from anywhere in the world.

**PREPARATIONS OF FILM UPLOADS** *Video files may be submitted in either high definition or standard definition. With the exception of entry code WEF, all film entries should not be longer than 2 minutes.*

## SUBMIT THE FOLLOWING

### HIGH DEFINITION SOURCE MATERIAL

Screen Size: 1280x720

#### ENCODING SPECS

File Extension: .mov or .mp4

Video Compression Type/Codec: H264

Video Bitrate: 4800 kbits/sec

Frame Rate: Original Frame Rate

(23.98, 24, 25, 29.97,

50, 59.94, 60)

Audio Codec: AAC (aka MPEG-4 Audio)

IMPORTANT - NOT

Low Delay AAC

Audio Sample Rate: 48kHz

Audio Bitrate: 192 kbits/sec

### STANDARD DEFINITION SOURCE MATERIAL

#### SCREEN SIZE:

720x486 (If source material is 720x486)

720x480 (If source material is 720x480)

720x576 (If source material is 720x576)

#### ENCODING SPECS

File Extension: .mov or .mp4

Video Compression Type/Codec: H264

Video Bitrate: 4000 kbits/sec

Frame Rate: Original Frame Rate

(23.98, 24, 25, 29.97)

Audio Codec: AAC (aka MPEG-4)

Audio Sample Rate: 48kHz

## PREPARATION OF PRINT ENTRIES

### SUBMIT THE FOLLOWING

File Type: JPEG

Dimensions: Same as source

Quality: 300DPI

Max File Size: 20MB

Colorspace: RGB

*ALL print entries must provide proof(s) mounted on poster board with a 1 inch border surrounding the ad, devoid of credit lines, 11" x 17" (or A3) in size. No enlarged images.*

*Attach two entry forms to the back of each entry.  
For e.g. for a 3 part campaign include 6 entry forms.*

*Attach the barcode to the front of the work at the bottom left-hand side of the piece.*

*Attach to the first execution within a campaign.*

**FOR PRINT CAMPAIGNS** Tape each campaign together accordion style reading from left to right (horizontal) as a single unit. Number each ad within the campaign in the same sequence as indicated on the entry form.

### PRINTED MATERIALS AND PROMOTIONS

Submit original materials. These may be mounted at the discretion of the entrant to protect items during the cataloging process. A clear, plastic sleeve is advisable for printed materials such as brochures, annual reports, etc.

### SEND YOUR PHYSICAL PRINT ENTRIES ON OR BEFORE THE DEADLINE TO:

**The International ANDY Awards**  
989 Avenue of the Americas, 7th Floor  
New York, NY 10018 USA

## PREPARATIONS OF RADIO ENTRIES

### SUBMIT THE FOLLOWING

File Type: MP3

Quality: 44.1 or 48kHz

Bit Depth: 16bit

Bit Rate: 192kbps

## DISCLAIMER

*All entries become the property of the ANDY Awards and will not be returned.*

*The entrant grants permission to show, duplicate or play entries as the ANDY Awards deem appropriate.*

*If any network, cable or local broadcast station agrees to air an entry on the news or any other program relating to the ANDY Awards, the ANDY Awards will first obtain permission to broadcast from the entrant, who must then agree to obtain any permissions or clearances and to absorb talent or other residual charges incurred by the inclusion of their entry in the program, as required.*

*In order to promote The ANDY Awards, each entrant authorizes the ANDYs to screen, publish or put online the award show entries and winners.*

*The ANDY Awards may prepare and distribute any medium of all ANDY winners. This copy would be sold/rented/shown for educational and reference purposes only, and purchasers would agree not to duplicate, sell or broadcast any portion of it.*

*The ANDY Awards shall not be held liable for the loss of any entry, for any reason whatsoever.*