



FREQUENTLY ASKED QUESTIONS

What are the ANDYs?

Founded in 1964, the ANDYs honor global creativity aligned with a brand. Creative agencies, production houses, portfolio school students, brand marketers and individuals submit their work.

The ANDYs have embarked on an idea based model for the show, eliminating categories, so how do I enter now?

We've streamlined our submission process, and hope you find it much simpler than years past. The ANDYs have always put the idea first. Simply enter your best ideas and note whether or not you'd like our Jury to judge it beyond the idea for craft distinction.

What is the new pricing structure?

Enter your ideas for a flat fee of \$1,000 per. Idea, Craft, Social Good (up to 3 executions, mixed media files will be accepted) fall under the umbrella of this fee. Craft and Social Good are optional and do not incur incremental charges.

The only incremental fees will be if you'd like your Idea considered for RESET or Bravery Award distinctions, each are an incremental \$500. Upon check out, a 6.6% processing fee will be applied for file processing.

What are the highest distinctions?

Besides a prestigious spot on the industry's toughest list of ANDY winners, all work that places is in contention to compete for the Show's highest honor of Best-In-Show, **the GRANDY**.

All Social Good work that places will be considered for **the Richard T. O'Reilly Award**, our Best-In-Show for public service work.

All ideas can also be incrementally submitted to be considered for **RESET (innovation)** and the **BRAVERY Award**.

The **RESET distinction** was first introduced in 2008 when the show needed a place for ideas that did not conform to any categories at the time as the industry evolves at a rapid rate and continues to do so. Work that is considered RESET is truly innovative and in recent years has heavily been represented by tangible tech products.



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The **Bravery Award** represents powerful creative ideas that require a leap in the minds of their makers, who make connections that no-one else thought to make – and, crucially, they require a leap from the marketers who back them. This distinction was first introduced in 2014, during the ANDYs 50th Anniversary.

Should I enter RESET?

As in the past, there can be multiple RESET winners, unlike our other highest distinctions.

RESET ideas, push boundaries and represent true innovation and the contagious thinking which propels us forward. In recent years RESET has encompassed all technology-based creative ideas and experiences created or utilized on behalf of a brand. Closely described as tangible tech or spatial tech, activations and products can take many forms. Products absolutely must be real-world however entries will not be discredited based on scale.

Should I enter for the Bravery Award?

We recognize that ideas representing the highest standards of contagious thinking do not contribute to our industry or culture without the support and bravery of the marketer. We encourage more of this collaboration by highlighting the best.

The Bravery Award is limited to one marketer per year however the shortlist in this category goes on to be recognized by The ADVERTISING Club of New York's prestigious event which serves as the opening luncheon and kick-off to Advertising Week New York each year.

Past honorees of the Bravery Award include:

Ariel / P&G India and BBDO India for Dad's #sharetheload
REI and Venable Bell & Partners for #optoutside
Intermarche and Marcel for Inglorious Fruits and Vegetables

What is the Brand Building Award?

The Brand Building Award (which can be incrementally submitted at no cost to the entrant just by ticking a box to confirm the relationship spans three years) recognizes ideas that are a part of a body of work which has built the value of the brand in culture over a minimum of three+ years. This distinction recognizes the power of enduring relationships in our industry. This distinction is new in 2018, will only have one winner and is at the discretion of the Jury whether to give the award.





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Tell me more about the social good distinction.

If the idea was created for a pro bono or public service client please note it by ticking the box for Social Good. If those socially conscious ideas make it to the winner's circle, they are eligible for the best in show better known as the Richard T. O'Reilly (named for the Founder of the Partnership for a Drug-Free America) and a donation of \$10,000 directly to the charity the winning work was created to promote.

What is the eligibility period?

Our eligibility is March 2017 - March 2018 and the deadline will be January 31st. We will continue to accept entries in February leading up to judging but a late fee will be applied of \$100 per Idea. The late fee is added due to the additional labor needed to review late entries before the judging week to ensure they are perfect and ready to view!

How is the work judged?

The ANDYs remain one, integrated Jury of hand-selected globally renowned creative leaders. All Jurors see all of the work. The work is judged and reviewed over three rounds during the week of final judging.

When is the deadline?

Late fees of \$100 go into effect midnight PST on the date of the first deadline, January 31st.

Can I edit/add credits after I've submitted payment and completed my entries?

Yes. Get in touch with The ANDY team if there are changes to the entrant company name or client name. Other credits will not be made public before confirming with winners directly.

When does the ANDY Awards publish the nominees list?

The winning work will be revealed within the week that final judging takes place. Check for winners list week of March 19th, 2018.

I'm a student.

We love students! You represent the future of our industry. Your ideas will receive the same attention from our Jury as those created by professional companies. Enter your ideas for a flat fee of \$100 per. Please ensure you are using the correct entry portal to submit. The Glenn C. Smith (Best in Show for the student competition) will receive a \$10,000 Scholarship to support further studies and entry into our business.





F R E Q U E N T L Y A S K E D Q U E S T I O N S

If I want to enter the Student ANDY Awards do I have to be currently enrolled in my school/university or can I enter work from before I graduated?

Any full-time student in an accredited institution of higher learning is eligible to submit entries. Students must be currently enrolled in their university in order for their work to be eligible for the ANDY Awards.

How will I know if I have won an ANDY Award (Professional and Student)?

The winning work will be revealed within the week that final judging takes place. Check for winners list week of March 19th, 2018. This information will be communicated closer to judging. If you are the entrant of the winning work we will reach out to you directly post judging to confirm credits and with further details on the Winner's Celebration in the spring of 2018.

There is no quota to fill for awards so the number of Winners is on merit alone and at the discretion of our Jury. Award levels of bronze and silver have been eliminated along with categories, so each winning idea will receive a GOLD ANDY Award. The ANDYs provide each winner with two complimentary awards for the entrant and an additional for their client or partner.

How do I change my account information from the previous year?

We do not keep the previous year's log in information. After you register, you will receive an email with your 2018 log in information. The passwords are automated and will look something like this: 3Cx45qu9. We are sorry for the inconvenience but they cannot be changed.

What is the donation box for?

The ANDYs are produced by the ADVERTISING Club of New York, which runs a 501-C3 Foundation which provides scholarships, grants, internships and fellowships to ensure a bright future for our industry. We also lead the way on Diversity & Inclusion efforts, ensuring that the future is not only bright, but a reflection of all, inclusive to genders, cultures/ethnicities, orientations, and abilities.

What is this barcode for and why do I need it?

If submitting physical printed materials you will receive a bar code along with your invoice. The barcode is how the Jury judges your print or physical pieces of work. It is found at the bottom of your print forms generated by AwardCore. Please ensure the barcode is securely attached to the front of your physical print piece on the lower left hand corner (for campaigns, only attach to the first piece in the campaign sequence.)



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When entering print work, what does accordion style mean?

In our Entry Packet materials we state “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.”

We ask for the work this way so we know exactly what order it should be viewed and can help to prevent the work from being separated.

Please consider the following when preparing your PRINT entries for shipment:

- ***Do NOT send your work rolled in a tube.***
- ***Don't forget to include your itemized list inside your package.***
- ***If the same print piece is entered in more than once, it is imperative that you attach all barcodes needed to the front of your piece. This is the only way it will be judged.***

Why do I keep getting a “file too large” error?

For assistance formatting your creative to our specs, please refer to 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.

Can I submit supplemental/additional print work to be included alongside my print or video/audio entries?

The ANDY Awards will only accept supplemental materials if it is absolutely necessary for the jury to properly judge an entry. If you decide to send us supplemental print materials please attach the entry form to the back so we can match it to the appropriate entry.

During the entering process you have the option to provide 200 word max additional text explanation of the work. This is where you can submit a URL. As you have up to three executions to demonstrate the idea, we recommend placing all relevant information into your films directly. Please contact the ANDY Awards team if you need further clarification on this.

I'm a new entrant and I'm totally lost.

Welcome, and don't worry! Please contact a member of the ANDY team and we'll help you out and even give you a discount code to use.

