



THE
ANDYs
SUBMISSIONS GUIDE

The ANDYs have always conducted judging with the intention of awarding the best ideas; however the categories across shows have become sprawling - yet limiting - at the same time. By eliminating all categories the ANDYs can continue their mission.

It is our hope that this saves our entrants time and expense producing multiple case films for different categories. This will also, and most excitingly, allow for a broader pool of work to be submitted and seen.

Our best-in-class integrated and global Jury allows us to be in this unique position. By including integrated disciplines and diverse perspectives, our Jury can recognize the work's merit and strongest attributes without the confines of categories.

Entrants are eligible to win a spot on the list and a Gold ANDY, as well as 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. All ideas can also be incrementally submitted to be considered for RESET (innovation) and the BRAVERY Award.

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.

The Brand Building Award (no cost to the entrant) 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.

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IDEA

This includes ALL brand activations and will be judged on the purity of the creative idea. The work could have been experienced on any type of platform or medium.

This is the foundation for your submissions. Each area beyond this are optional.

CRAFT

Work can be judged an additional time based on its design and production merit. This includes any elements of design or production including animation, art direction, cinematography, copywriting, data visualization, direction, editing, graphic design, illustration, music, package design, photography, typography, UX/UI, VR/AR/MR/CG, VR/CGI, VFX.

SOCIAL GOOD

We understand how important work in this area is and deserves to be reviewed with separate focus. This is work that was created pro-bono and is eligible to win the Richard T. O'Reilly Award, best-in-show for public service.

RESET/INNOVATION

Incremental Fee

Submissions indicated as RESET will be judged an additional time based on its technical or disruptive attributes. This includes all ground-breaking technology-based creative ideas and experiences created or utilized on behalf of a brand.

Essentially RESET ideas set a new standard for advertising and represent true innovation. Closely described as tangible tech or spatial tech, activation and products can take many forms. Products absolutely must be real-world however entries will not be discredited based on scale.

BRAVERY

Incremental Fee

It takes a lot to get a great idea through the advertising "gauntlet" of focus groups, legal roadblocks or otherwise and we recognize the risks on the marketer side. The Bravery Award recognizes the creative collaboration ultimately between a client and creative team, allowing for bold and courageous ideas to come to fruition and help evolve our industry.

Past Bravery Award recipients:

Inglorious Fruits and Vegetables – Marcel / Intermarche

#OptOutside – Venables Bell & Partners / REI

#DadShareTheLoad – BBDO India / Ariel P&G India

What do I need in order to submit?

- Film, audio or print files – flat submission fee includes up to 3 executions as ‘one idea’. This can be the case film + the actual film or any medium combination to demonstrate the work.
- Vertical for context - We ask that entrants provide a vertical the submission is associated with in order to help frame the work and give context to the jury.
- Basic credits – If work places we will reach out to ensure full credits to live in our archive.
- Judging Criteria including Vertical category and any incremental areas to consider the work in.
- Short description about the work and any additional context the Jury should know. (200 word max)
- All print and tangible tech must also be physically mailed to The ANDY Awards Offices. You will be emailed complete instructions within the submissions portal along with best practices and payment information.

Vertical for Context

Automotive
Beauty
Communication / Connected Services
CPG
Finance
Food/Beverage
Health & Wellness
Media/Entertainment
Retail/E-Commerce
Travel
Other

Deadline + Eligibility

The ANDY Awards are open to all agencies, individuals, production companies, media organizations and brands.

To be eligible for submission the work must have been live between March 1, 2017 and March 1, 2018.

Deadline: January 31, 2018

Work will be accepted after the deadline but with associated late fees.

Fees

1000 USD per idea
(Includes judging of Idea, Craft, Social Good, Brand Building)
500 USD incremental to be considered for RESET
500 USD incremental to be considered for BRAVERY

You will be emailed your invoices, payment information and all necessary paperwork through the entry system upon finalization.

MATERIALS REQUESTED

Film Guidelines

High Definition Source Material:

Screen Size: 1280x720

Encoding Specs:

File Extension: .mov

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:

Screen Size:

720x480 (If source material is 720x480)

Encoding Specs:

Video Compression Type/Codec: H264

File Extension: .mov, .mp4

Video Bitrate: 4000 kbits/sec

Audio Codec: AAC (aka MPEG-4)

Audio Sample Rate: 48kHz

Audio Bitrate: 192 kbits/sec

Audio Guidelines

File Type: MP3

Quality: 44.1 or 48kHz

Bit Depth: 16bit

Bit Rate: 192kbps

Print & Physical Materials Guidelines

File Type: JPEG

Dimensions: Same as source

Quality: 300DPI

Max File Size: 20MB

Colorspace: RGB

IMPORTANT: Review guidelines on physical materials needed.

Questions

Email the ANDY Awards team at contact@andyawards.com or call 212.533.8080.

For assistance formatting your creative to our specs use EntryBot.com by quickly uploading your files and select International ANDY Awards.

If you have questions regarding uploads please contact our platform partner AwardCore at support@awardcore.com.

Disclaimer

By submitting ideas each entrant authorizes the ANDYs to screen, publish or stream their submissions. The ANDYs reserve the right to disqualify any submission that is deemed invalid to eligibility dates. Full terms & conditions found on andyawards.com