



THE ANDYs ENTRANT GUIDE



FIRST THINGS YOU'LL NEED

- Determine how many executions you will submit (3 max.)
- A 200 word short description of each entry
- Any additional information regarding the work
- File(s) prepared and correctly formatted
- Determine the vertical that best fits the context
- Three major individuals and titles for credit
- Determine the criteria for review
- Determine which files can be used for livestream
- Form of Payment

VERTICAL FOR CONTEXT

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

ACCEPTED FORMS OF PAYMENT

CREDIT CARD 

CHECK 

WIRE TRANSFER 

SPECS



IMAGE FILE

File Type: JPEG
 Dimensions: Any
 Quality: 300DPI
 Max Size: 20MB
 Colorspace: RGB



AUDIO FILE

File Type: MP3
 Quality: 44.1 or 48kHz
 Bit Depth: 16bit
 Bit Rate: 192kbps



VIDEO FILE

HD Source Material:
 Screen Size: 1280x720
 File Extension: .mov, .mp4
 Video Compression Type/Codec: H264
 Video Bitrate: 4800 kbits/sec
 Audio Codec: AAC (aka MPEG-4 Audio)
 IMPORTANT - NOT Low Delay AAC
 Audio Sample Rate: 48kHz
 Audio Bitrate: 192 kbits/sec

CRITERIA



IDEA

This includes ALL brand activations and will be judged on 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 is 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, and/or VFX.



BRAVERY

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 between a client and creative team, allowing for bold and courageous ideas to come to fruition and help evolve our industry.

***Incremental Fee**



RESET

RESET ideas set a new standard for advertising and represent true innovation, and will be judged an additional time based on its disruptive attributes. This includes all ground-breaking tech-based creative ideas and experiences created or utilized on behalf of a brand.

***Incremental Fee**