



THE ANDYs

SUBMISSIONS GUIDE

The ANDY Awards are a barometer of the industry's best as an Idea-based Show with a world-class integrated Jury. All work is reviewed together based on the idea and through the different lens including Craft, Reset/Innovation and Bravery.

By including integrated disciplines and diverse perspectives, our Jury can recognize the work's merit and strongest attributes without the confines of categories. Our intent is to save our entrants time and expense producing multiple case films for different types of media. This model also, and most excitingly, allows for a broader pool of work to be seen.

Entrants are eligible to win **ANDY Gold** as well as compete for the Show's highest honor of Best-In-Show, the **GRANDY**. All work submitted on behalf of a non-profit organization is also considered for the Richard T. O'Reilly Award. All ideas can be incrementally submitted for consideration of **RESET** (innovation) and its ability to be a **BRAVE** way forward.

In our ongoing commitment to transparency and education, submitted work will be shown live and discussed among the world's most respected creative leaders. Please be sure to read the guidelines and reach out with any questions.

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, audio file + web-film, or any print combination to best 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.
- Acknowledgment of which file in your submission can be used for live stream footage.
- Three names in credits plus a phone number where the Jury can reach out LIVE should their workplace. **If your work does place we will reach out to ensure full credits to live in the winner's archive.**
- Short description about the work and any additional context the Jury should know (200 word max). Optional.

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, VFX.

SOCIAL GOOD

This is **not** an additional lens of review, however, work that was created on behalf of a non-profit is eligible to win ANDY Gold and be considered for the Richard T. O'Reilly Award, best-in-show for public service should it place on the winners list. Please check this box if the work submitted was created for a non-profit organization.

RESET/INNOVATION

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.

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.

Incremental Fee

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

Vertical for Context

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

Deadline + Eligibility

The ANDY Awards are open to all agencies, individuals, production companies, consultancies, media organizations and brands created anywhere in the world.

To be eligible for submission the work must have been live between February 1, 2020 and March 1, 2021.

Early Bird Deadline: January 29, 2021*

*After this date, entries increase by \$250

Fees

1500 USD First Entry

1250 USD All Subsequent Entries

500 USD incremental to be considered for RESET

500 USD incremental to be considered for BRAVERY

250 USD per submission after the January 29th deadline.

6.6% processing fee

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

Current ADVERTISING Club Corporate Member Companies as of November 2020 receive one complimentary incremental criteria of **BRAVERY** or **RESET** (value 500 USD).

If your company is currently not an ADVERTISING Club Member, we invite you to join us. A Bronze-level one-year Corporate Membership status (value 1,500 USD) will be gifted to your company when you submit five or more entries

If you have further questions, please contact the ANDY Awards team at contact@andyawards.com

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

SPEC SHEET

Film Guidelines

HD Source Material:

Screen Size: 1280x720

Encoding Specs:

File Extension: .mov, .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

Print File Guidelines

File Type: JPEG

Dimensions: Same as source

Quality: 300DPI

Max File Size: 20MB

Colorspace: RGB

Audio Guidelines

File Type: MP3

Quality: 44.1 or 48kHz

Bit Depth: 16bit

Bit Rate: 192kbps

Note: Physical prints are no longer required when submitting print work.