



# 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 by producing multiple case films for different types of media. This model also, most excitingly, allows for a broader work pool 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 Best In Show for Social Good. 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.

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## 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 campaigns/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 Best In Show for Social Good 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 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. Bravery 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 March 1, 2022 and March 1, 2023.

**Early Deadline: January 31, 2023**

*\*entry fees increase 15% after this date*

**Final Deadline: March 1, 2023**

**Judging: March 23-29, 2023**

**Winners Announcement: April 2023**

*\*Global entry system opens December 1st*

## 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 30 deadline.

8% processing fee (this has increased by 1.4% due to inflation)

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

Current ADVERTISING Club Corporate Member Companies as of November 2022 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.