



## REGIONAL COMPETITION GUIDE

### READY TO TAKE THE FIRST STEP TOWARD WINNING AN ANDY?

The ANDY Awards are an IDEA-based show, accepting work in all mediums and forms viewed in equal weight through a different lens including Craft, Reset/Innovation, and Bravery. Through the Regional Competition a dedicated Chair and Jury that better represent each corner of the globe carefully review submitted work to give it the best chance of continuing on to win ANDY Gold in the Global Competition.

To build an equal playing field, we must consider how to make creative award shows more equitable by recognizing the financial risk for creatives around the world. Because of this it is free to enter into Regionals.

**Submit and “test” your ideas in Regional Competitions with no entry fee\*.**

Each region can compete for the title of ‘Best of,’ including Africa, APAC, Greater China, Europe, LATAM, and SWANA. Regional shortlists will be announced in January 2024.

**Your entries will be available to move forward into the Global Competition upon completing the entry process with payment.**

For questions or more information email [contact@andyawards.com](mailto:contact@andyawards.com).

\*Global Competition Remains Open to All As Always. Those who place will be shortlisted for the main, global competition. In the new calendar year, all entrants participating in regionals can choose to move their work forward to the Global competition. There is no requirement to participate in regionals in order to submit to the Global competition as in other years.



# SUBMIT YOUR IDEA



This is the foundation for your submissions and will be the lens your regional jurors review your work in. Entrants will have the opportunity to select additional criteria should they move their work forward to the Global competition.

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.

## STEPS

- [Register Here](#)
- Create your entry(s)
- Submit film, audio, pdf, web, or image files – up to 3 executions as ‘one idea’.
  - This can be the case film + the actual film, audio file + web-film, or any print/image combination to best demonstrate the work.
- Vertical for context - We ask that entrants provide a vertical the submission is associated with 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 the credits
- Short description of the work and any additional context the Jury should know (200-word max). Optional\*

### 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, 2023 and Dec 1, 2023.

**Deadline: DECEMBER 1 2023\***

**\*No Entries will accepted after this date**



# 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

## 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.

## Image File Guidelines

File Type: JPEG

Dimensions: Same as source

Quality: 300DPI

Max File Size: 20MB

Colorspace: RGB

## Website Guidelines

File Type: a link to a webpage

Note: Please only use this format if it's relevant to the format. Please refrain from uploading Youtube or Vimeo links

## PDF Guidelines

File Type: pdf

Note: Please only use this format if it's relevant to the format.

 English



## Language Tool

Use this button to toggle between languages

If you have further questions, please contact the ANDY Awards team at [contact@andyawards.com](mailto:contact@andyawards.com).

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

If you have questions regarding uploads please contact our platform partner AwardCore at [support@awardcore.com](mailto: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](http://andyawards.com)