



## 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, Asia, Greater China, Europe, LATAM, PACIFIC and SWANA. Regional shortlists will be announced in January 2025.

**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.
- 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, 2024 and Dec 1, 2024.

**Deadline: DECEMBER 4, 2024\***

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

# SPEC SHEET

## Film Guidelines

### HD Source Material:

**Accepted File Type:** .mov, .mp4, .m4v

**Allowed Screen Sizes:** 1920x1080, 1280x720, 1248x702, 1024x576, 1080x1920 (vertical video), 720x1280 (vertical video)

**Video Codec:** h264

**Video Bitrate:** Between 1000 - 20000 Mbps

## Audio Guidelines

**File Type:** MP3

**Quality:** 44.1 or 48kHz

**Bit Depth:** 16bit

**Bit Rate:** 192kbps

## Image File Guidelines

**File Type:** JPEG

**Dimensions:** Same as source

**Quality:** 300DPI

**Max File Size:** 20MB Colorspace: RGB

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

## 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)



## FAQ

### Who can enter the ANDY Awards Regional competitions?

Any agency, brand, or individual involved in the creation of advertising work can enter. Entries must be original and have been publicly released during the eligibility period.

### Why is it free?

We are committed to making the ANDY Awards accessible to all creatives, regardless of financial means. By offering free entry at the regional level, we want to ensure that talented creatives from all backgrounds and regions can showcase their work without financial barriers. Free entry allows participants to test new ideas and innovative concepts without the pressure of financial investment.

### What is an execution?

Each entry has up to 3 executions as either an image, video, audio, or pdf.

### What happens if my work is shortlisted in the Regional Competition?

By entering into the regional competition, work is reviewed with local context and language to give the best chance to the work. In the new year, after Regional Shortlists are announced entrants can advance their work to the Global competition.

The Global Competition opens for entries in December 4, 2024. Entrants do not need to have participated in the Regional Competition to enter work directly into the Global Competition.

### Why is there no competition in North America?

There is no North American Regional Competition at this time.

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### Can I enter, I am a student?

Unfortunately, the regional Competition is only open for professional entrants. Students can submit to the Global Competition for an entry fee of 100 USD.