



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.

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.
- Three names in credits. **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.

ENTRY DISTINCTIONS

IDEA and/or CRAFT are the foundation for your submissions.
Each area beyond this is 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.

CRAFT

Work may be judged again for its design and production merit, including elements like animation, art direction, cinematography, copy, data visualization, design, illustration, music, UX/UI, VR/AR/MR, CGI, and VFX.

IDEA and CRAFT distinctions are included in the initial entry fee.

SOCIAL GOOD

Please check this box if the work submitted was created for a non-profit organization for the work to be considered. 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. **No Additional Cost**

RESET/INNOVATION

Submissions indicated as RESET will be judged for an additional time based on their technical or disruptive attributes. This includes all ground-breaking technology-based creative ideas and experiences created or utilized on behalf of a brand. 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.

Incremental Fee | +\$500 USD

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 | +\$500 USD

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 March 1, 2025.

Early Deadline: January 30, 2025

**entry fees increase 15% after this date*

Final Deadline: February 27, 2025

Winners Announcement: April 2025

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

4% Credit Card Fee

Invoices will be sent to your email upon finalization.

All entries must be paid by March 1st, 2025.

SPEC SHEET

Film Guidelines

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

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

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.

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