



# THE ANDYs

## SUBMISSIONS GUIDE

The International ANDY Awards are a predictor 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 different lenses including **CRAFT**, **RESET** (Innovation), and **BRAVERY**.

With integrated disciplines and diverse perspectives, our jury can recognize the work's merit and strongest attributes without being confined by categories. We aim to save our entrants time and expense by producing multiple case films for different types of media. Most excitingly, this model also allows for a broader pool of work to be seen.

Entrants are eligible to win **ANDY Gold** and compete for the Show's highest honor of Best-In-Show, the **GRANDY**. *\*Entrants are eligible to be shortlisted, win **GOLD** or Best In Shows, there are NO Silver or Bronze at the ANDYs.*

All winning work submitted on behalf of a non-profit organization is 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.

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### What Do I Need To Submit?

- Film, audio or print files – flat submission fee includes up to 3 executions as (1) entry. This can be the case film + the actual film, audio file + web-film, or any print combination to demonstrate the work best. *\*We recommend keeping your entry 1-2 executions, we also recommend submitting the case as the first execution.*
- 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.**

## RESET/INNOVATION

Submissions indicated as RESET will be judged additionally 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 bold and courageous ideas to come to fruition and help evolve our industry.

**Winners will also be honored at our Brave Brands event which recognizes the most innovative brand-agency collaborations of the year during Advertising Week NY.**

**Incremental Fee | +500 USD**

## BEST IN SHOW PSA

Please **check the box** if the work submitted was created for **ONLY** 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 PSA should it place on the winners list.

**No Additional Cost**



## Vertical for Context

**This is for internal organizational purposes and does NOT affect how your entry is judged.**

- 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, 2025 and April 1, 2026.

**System Opens : December 1, 2025**

**Early Deadline: February 11, 2026 | 11:59 PM PST**

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

**Final Deadline: March 24, 2026**

**Payment Deadline: March 24, 2026**

**Winners Announcement: April 2025**

*\*Work will not be judged until the entry is finalized in the system.*

## 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 February 11th deadline.\*

***\*This goes toward late processing efforts.***

8% Processing Fee - Applies to all Invoices

4% Credit Card Fee

Invoices will be sent to your email upon finalization.

All entries must be paid by March 24th, 2026

# SPEC SHEET



## Film Guidelines

File Type: .mov, .mp4, .m4v  
,Allowed Screen Sizes: 1920x1080  
1280x720, 1248x702, 1024x576, 1080x1920  
720x1280 (vertical video) ,(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.



## 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)