

4As
PHILIPPINES



THE 28th AGENCY of the YEAR AWARDS

THE AWARD THAT MATTERS

4As
PHILIPPINES

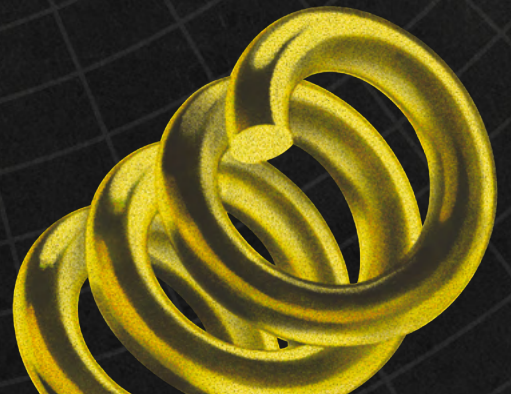
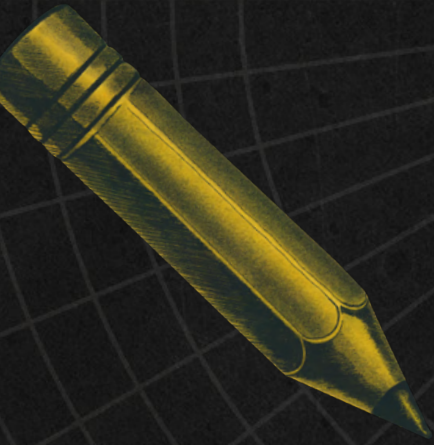
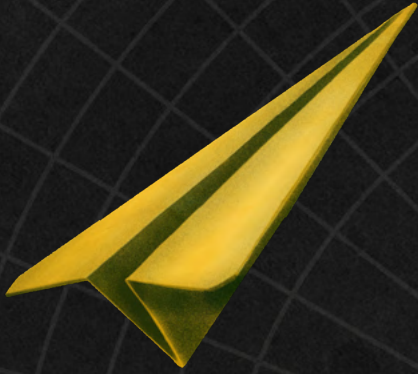
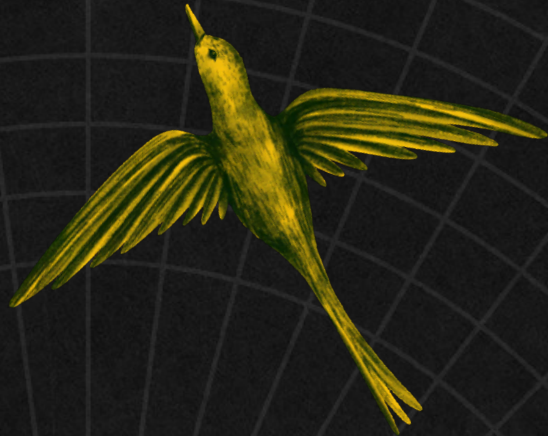
THE 28th AGENCY of the YEAR AWARDS
THE AWARD THAT MATTERS



CALL FOR ENTRIES

EARLY BIRD DEADLINE:
JUNE 19, 2026, until 11:59PM

REGULAR DEADLINE
JULY 3, 2026, until 11:59PM





THE 28th AGENCY of the YEAR AWARDS

CATEGORIES *and* ENTRY FEES

NETWORK AGENCY OF THE YEAR

- Best in Creative
- Best in Management of Business
- Best in Market Performance
- Best in Industry Leadership & Community Service

Early Bird

- PHP 18,000
- PHP 18,000
- PHP 18,000
- PHP 18,000

Regular

- PHP 21,000
- PHP 21,000
- PHP 21,000
- PHP 21,000

INDEPENDENT AGENCY OF THE YEAR

- Best in Creative
- Best in Management of Business
- Best in Market Performance
- Best in Industry Leadership & Community Service

- PHP 18,000
- PHP 18,000
- PHP 18,000
- PHP 18,000

- PHP 21,000
- PHP 21,000
- PHP 21,000
- PHP 21,000

MEDIA AGENCY OF THE YEAR

- Best in Media Creativity
- Best in Management of Business
- Best in Industry Leadership & Community Service

- PHP 18,000
- PHP 18,000
- PHP 18,000

- PHP 21,000
- PHP 21,000
- PHP 21,000

DIGITAL AGENCY OF THE YEAR

- Digital Excellence in Creativity & Effectiveness
- Digital Excellence in Innovation

- PHP 18,000
- PHP 18,000

- PHP 21,000
- PHP 21,000

PR AGENCY OF THE YEAR

- Best in PR Creativity & Effectiveness
- Best In Industry Leadership & Corporate Social Responsibility

- PHP 18,000
- PHP 18,000

- PHP 21,000
- PHP 21,000

PRODUCTION EXCELLENCE AWARDS

- Production Excellence in Film
- Production Excellence in Audio
- Production Excellence in Post
- Production Excellence in Digital & Tech

- PHP 18,000
- PHP 18,000
- PHP 18,000
- PHP 18,000

- PHP 21,000
- PHP 21,000
- PHP 21,000
- PHP 21,000

BRAND EXPERIENCE EXCELLENCE AWARDS

- Best in Creativity & Innovation
- Best in Creativity & Effectiveness

- PHP 18,000
- PHP 18,000

- PHP 21,000
- PHP 21,000

THE NEXTGEN AWARDS

- The NextGen Award: Creative
- The NextGen Award: Account Management
- The NextGen Award: Strategic Planning
- The NextGen Award: Media
- The NextGen Award: Director

- PHP 13,000
- PHP 13,000
- PHP 13,000
- PHP 13,000
- PHP 13,000

- PHP 16,000
- PHP 16,000
- PHP 16,000
- PHP 16,000
- PHP 16,000



THE 28th AGENCY of the YEAR AWARDS

GENERAL RULES

DEADLINE FOR SUBMISSION OF ENTRIES: July 3, 2026
STRICTLY NO PAYMENT, NO ENTRY, NO REFUND POLICY.

THIS APPLIES TO ALL CATEGORIES.

Entries are subject to pre-screening.

Entries must be compliant with the rules and all requirements to qualify.

On the entry portal, entrants will be required to tick their membership in specific organizations, i.e., 4A's, ASAP, DMAP, MSAP, CPHG, OHAAP, UPMG, PRSP.

AOY Panel Heads will further validate the entrant's membership during the 1st entry validation. The AOY ManCom may require certification from their organizations, as deemed necessary.

The AOY Management Committee has the right to refuse or disqualify entries which offend national or religious sentiment and public taste, or which breach any applicable laws, 4A's by-laws, code of ethics and /or industry rules.

Panel Heads reserve the right to ask for additional support for claims / results presented in the entries as deemed necessary.

All entries, both form and content, will be validated as presented.
No alterations or changes will be allowed after submission.

If an entry is disqualified, the agency shall be formally advised within twenty-four (24) hours after the decision, in which case they may submit a replacement entry within two (2) working days.

In lieu of a replacement for a disqualified entry, the agency may opt to appeal the Management Committee's decision to the Board of Advisors.
The decision of the Board of Advisors is final.

Minimum average score to win or be declared category winner is 80%.
It is possible to have no winner in a category.

Should a category receive only one entry, such entry shall be judged independently and evaluated against the prescribed standards of the jury.

The AOY Mancom has the right to invalidate an entry at any point during the competition.
For all categories in cases of fraud or misrepresentation, and if proven, agency/entrant will be DISQUALIFIED from joining the AOY competition for two (2) years which takes effect immediately.





THE 28th AGENCY of the YEAR AWARDS

CLIENT CERTIFICATE

Template



This is to certify that (ENTRY) is officially authorized for entry to the 28th AGENCY OF THE YEAR AWARDS, with details as follows:

CLIENT:

BRAND:

TITLE:

PLATFORM:

DATE OF IMPLEMENTATION:

1. This certifies that the above-mentioned entry was aired, published, or posted within the competition period on the specified date.
2. This confirms the accuracy of the following claims and/or campaign performance:

CLAIMS / CAMPAIGN PERFORMANCE (if applicable)*:
(Enumerate claims here)

*Claims / Campaign Performance certification is not required for Network and Independent Best In Creative categories.

Thank you.

Signature over printed name of authorized signatory

Company

Designation

Date



NETWORK AGENCY *of the* YEAR



NETWORK AGENCY *of the* YEAR

With the leverage of a global network's collective strength and resources, this award is given to the ad agency that has consistently displayed excellence in the following areas: Creative, Market Performance, Management of Business, and Industry Leadership & Community Service.

ELIGIBILITY

4As member agencies in good standing are eligible to join.

CRITERIA

The NETWORK AGENCY OF THE YEAR will be based on the highest aggregate score on the following categories:

1. Creative (40%)
2. Management of Business (25%)
3. Market Performance (25%)
4. Industry Leadership & Community Service (10%)

The winner of the NETWORK AGENCY OF THE YEAR award must:

- Have entries in all categories and must be a category winner or finalist in Best in Creative.
- Garner the highest aggregate score (total of category scores multiplied by their respective weights). The weights will only be used in obtaining the aggregate score of each agency.

CATEGORY WINNERS

Each category will have specific excellence criteria. Judges will give a score for each criterion ranging from 75 to 100. The agency with the highest aggregate score in a category wins the category award.

- Best in Creative
- Best in Market Performance
- Best in Management of Business
- Best in Industry Leadership and Community Service





BEST *in*
CREATIVE



NETWORK AGENCY OF THE YEAR

BEST *in* CREATIVE

This award recognizes an agency's outstanding body of work based on the quality of ideas and execution across various media and brands.

HOW TO JOIN

The agency picks six (6) of its best work from 2025:

1. The agency must submit entries from at least three (3) different media – Film, Audio, Print, POS/Collaterals, Outdoor, Digital, and Activation. The submission should cover at least three (3) brands.

No write-up is required for submission.

2. All entries should have been first implemented any time within January 1 to December 31, 2025. For campaigns that extend beyond the campaign period, only the materials that ran in the valid campaign period will be qualified.

3. Entries can be single materials or campaigns.

4. A single-medium campaign must have a minimum of two (2) materials.

5. An integrated multimedia campaign may be submitted as one (1) entry. It should be composed of at least three (3) and at most five (5) media. For each medium, submit a maximum of two (2) materials only.

6. Entries implemented in other countries qualify, provided client and media certification are submitted.

7. Entries which are adaptations of foreign campaigns are disqualified.

8. All entries must have been made within the context of a normal paying contract. Should a material be questioned on this point, the entrant-agency must present a document verifying payment of the material.

9. All entries must be accompanied by a certification from the client regarding actual implementation and / or placement indicating first date of airing or publication. Client certifications are strictly required during pre-screening.

10. Self-promotion ads, advertising industry related ads and pro bono ads are not qualified. An agency may enter a Social Marketing or CSR ad/campaign as long as it is limited to JUST ONE (1) entry and is paid for by a client. A certification of payment from the client is required. CSR materials entered in the Best in Creative category may be entered in the Best in Community Service category, provided that there is a pro bono component in the CSR campaign, which is a prerequisite for eligibility in the Best in Community Service category.





NETWORK AGENCY OF THE YEAR : BEST IN CREATIVE

11. Film for TV/Cinema/Digital and Audio materials must be submitted via unlisted YouTube links embedded on the entry portal. Put the title and date of first airing on a separate frame preceding the material. TV/ Cinema/Digital film entries that require English translations must be submitted. Audio entries needing translations must be submitted as videos with translation script.

12. Print entries must be submitted as published, in the original color and layout including legal copy, e.g., dealers' lists, promo mechanics, etc. in jpg or png format (less than 10MB).

13. Samples of POS and collaterals, and photographs of outdoor ads, i.e., billboards, neon signs or window displays, must be submitted in jpeg or png format (less than 10MB per file).

14. Interactive and Digital entries must be submitted through a case video with a maximum duration of three (3) minutes. An active browsable URL link must be supplied. In the event that the URL link is no longer active, client certification of actual implementation and/or placement is required. Activation entries must be submitted as a case video with video length not exceeding three (3) minutes.

15. An ad series will only count as one entry if the elements are truly sequential such that some pieces are meaningless without the others in the series.

16. Film for TV/Cinema/Digital, Audio/Radio, and Print entries must have been aired or published at least three (3) times during the year. A certificate of performance or proof of airing/publication must be submitted.

REQUIRED SUBMISSIONS

- A video compilation featuring (6) case entries that best represent the creative work. Each case entry should indicate the entry title and date of first airing. The video compilation of the case films must be submitted via an unlisted YouTube link. The URL link must be embedded on the entry portal.
- Case boards of the (6) case entries compiled in a PDF file – one idea per board for a total of 6 pages. No need for writeup.
- All entries in Filipino or local languages and dialects must be submitted with English translations.
- A Client Certification must be signed by a senior ranking officer of the company (i.e. not lower than a Marketing Manager and can be any of the following: Marketing Manager, Group Brand Manager, Segment Head, Category Head, Marketing Director, Vice President or equivalent positions)
- Client certification template provided on page 6.





BEST *in*
MANAGEMENT
of **BUSINESS**



NETWORK AGENCY OF THE YEAR

BEST *in* **MANAGEMENT** **OF BUSINESS**

This award recognizes the agency that excellently applies creativity, not only in its advertising work but in its overall business management approach. It is about timely creative solutions in managing its people, systems, and services to make its business better and more sustainable.

ELIGIBILITY

4As member agencies in good standing are eligible to join.

CRITERIA

Must submit requirements in accordance with the Criteria and How to Join rules.

1. Growth Strategy (30%)

For outstanding achievements in creatively evolving the Agency's services, operating model, and partnerships – enabling the delivery of high-quality work to clients while building a future-ready and competitive agency.

2. Fiscal Management (40%)

For outstanding and responsible management of corporate resources, demonstrating both financial discipline and inventive (creative) approaches to sustainable growth, resilience and profitability.

3. People Development & Management (30%)

For excellence in the creative development and management of people – building culture, next gen leadership capability and systems that ensure long term productivity, engagement and professional growth.

HOW TO JOIN

4As member agencies must submit the following:

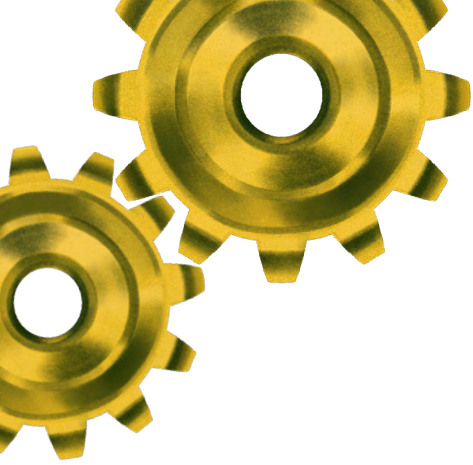
1. Three write-ups in one file following the 3 Criteria for Judging (Growth Strategy, Fiscal Management and People Development & Management).

A. In no more than 500 words, inclusive of support (per criterion), summarize the Agency's management strategies and programs and their corresponding results. Results may be qualitative or quantitative with documentary evidence that can be made available for validation.

Group agency entries will be accepted provided the same management team oversees them.

B. Attachment to help strengthen presentation and appreciation of strategies are allowed but limited to a maximum of two (2) pages.





NETWORK AGENCY OF THE YEAR : BEST IN MANAGEMENT OF BUSINESS

C. File format is doc or pdf (less than 10mb per file).

2. Additional Requirements & Guidelines for Fiscal Management

A. Filled Data Form

The Data Form below summarizing revenue and profit performance in absolute figures and percentages the past three (3) years must be filled up completely:

	2023	2024	2025
NET REVENUE			
NET REVENUE GROWTH VS PREVIOUS YEAR			
NET PROFIT BEFORE TAX			
% NET PROFIT BEFORE TAX			

B. An auditor-certified report of absolute revenues and % revenue growth together with a copy of the financial report duly stamped/received by BIR and SEC must be submitted. In the event financial statements duly stamped/received by BIR and SEC are not yet available, an Audited Financial Statement certified by a reputable 3rd party auditing firm may be accepted.

Agencies limited by international restrictions or disclosure of financial information have the option to enter this category. The AOY Research Committee will secure the required financial information directly from the SEC on their behalf. The past three (3) year data under Fiscal Management should be provided to be eligible in this category.

C. An auditor-certified report of the Agency's net profit before tax in absolute amounts as a % of Gross Revenue for the past three (3) years based on documents submitted to the BIR and the SEC.

D. File format is doc or pdf (less than 10MB per file).

E. No case video submission is allowed.

REQUIRED SUBMISSIONS

- All write-up submissions must be inputted on the entry portal within the required word count.

- All other required documents, i.e., charts, tables, must be uploaded separately on the designated fields on the entry portal.

- For confidentiality, PLEASE DO NOT UPLOAD the audited financial statement on the portal but email it directly to the AOY Secretariat – secretariat@4asphilippines.com.

- For programs with no client involvement, any proof of certification signed by a high ranking official of the organization/agency involved is required.





**BEST *in* MARKET
PERFORMANCE**



NETWORK AGENCY OF THE YEAR

BEST *in* MARKET PERFORMANCE

This award honors work in which bold strategic thinking and creativity demonstrably drove exceptional business results and outstanding market performance

ELIGIBILITY

4As member agencies in good standing are eligible to join.

CRITERIA

1. Quality of Strategic Thinking (40%)

- Quality of market insight, including specificity and ambition of objectives versus market background.
- Quality of consumer insight and communications strategy.

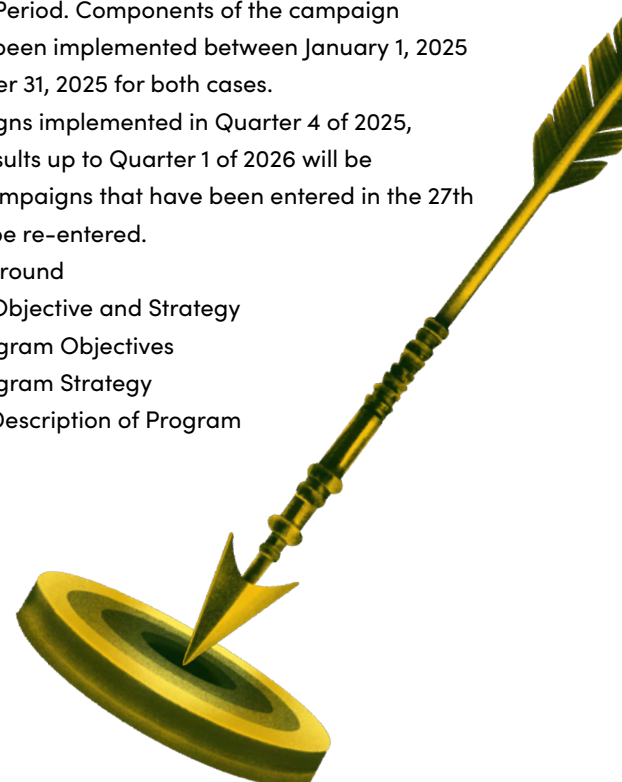
2. Quality of Creative Thinking (20%)

Judged on how creatively the strategy was brought to life in service of the business objective.

3. Quality of Results (40%)

- Extent to which the campaign met or surpassed set objectives.
- Quality of other results (outside set objectives) and convincingness of the link between results and the campaign.

HOW TO JOIN

1. Each participating agency should submit two (2) cases.
 2. Each case study must contain all the following information:
 - Agency
 - Client and Brand
 - Campaign Period. Components of the campaign should have been implemented between January 1, 2025 and December 31, 2025 for both cases.
 - For campaigns implemented in Quarter 4 of 2025, campaign results up to Quarter 1 of 2026 will be accepted. Campaigns that have been entered in the 27th AOY cannot be re-entered.
 - Case Background
 - Marketing Objective and Strategy
 - Agency Program Objectives
 - Agency Program Strategy
 - Execution/Description of Program
- 



NETWORK AGENCY OF THE YEAR : BEST IN MARKET PERFORMANCE

3. Campaign Results

The evidence of results must be specific, quantifiable and verifiable. The results must demonstrate a clear and credible link to the stated objectives and business challenge.

- Please provide a clear time frame for the data.
- Please provide references and sources to substantiate and support your results.
- Results should prioritize business and market impact. Where applicable, include both short-term and longer-term effects:
- Sales results: volume, value or index (pre-campaign, post-campaign)
- Foot traffic increase
- Market share improvements/tracking versus competitors
- Behavioral changes, shifts in brand perception
- Increases in image or attribute scores
- Reach and engagement scores
- Awareness, consideration, trial and repeat purchase results

4. Other Requirements and Considerations:

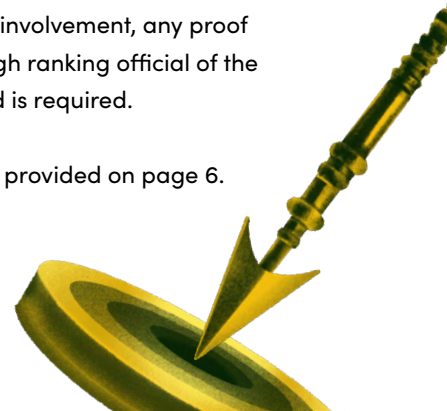
- A case study write-up for each of the two (2) cases is **MANDATORY**. Each case study write-up must not exceed 850 words, excluding charts and tables submitted as supporting materials. Entrant may submit a pdf file of images, data, tables that will support their case (less than 10MB per file).
- Creative materials may be submitted to accompany the write ups: Print/Images in jpg or png (less than 10MB per file), audio and video via an unlisted YouTube link embedded on the entry portal.
- Case videos are **OPTIONAL**. If an agency chooses to submit case videos, each video must be for a single case or brand (do not put both cases in a single video). Each

video, composed of campaign highlights and creative work, must not exceed a total of three (3) minutes and must be submitted via an unlisted YouTube link.

- All results and claims must be supported by verifiable data and appropriate certification:
 - Client certification
 - Research Agency certification
 - Senior client sign-off (as already specified)

REQUIRED SUBMISSIONS

- All write-up submissions must be inputted on the entry portal within the required word count.
- The case video/film must be submitted via an unlisted YouTube link and the URL must be embedded on the entry portal.
- All other required documents, i.e., charts, tables, must be uploaded separately on the designated line item on the entry portal.
- All entries in Filipino or local languages and dialects must be submitted with English translations.
- A Client Certification must be signed by a senior ranking officer of the company (i.e. not lower than a Marketing Manager and can be any of the following: Marketing Manager, Group Brand Manager, Segment Head, Category Head, Marketing Director, Vice President or equivalent positions).
- Certification of results / claims must include the implementation and / or placement dates to prove that it is within the required period to qualify.
- For programs with no client involvement, any proof of certification signed by a high ranking official of the organization/agency involved is required.
- Client certification template provided on page 6.





BEST *in*
**INDUSTRY
LEADERSHIP**
and
**COMMUNITY
SERVICE**



NETWORK AGENCY OF THE YEAR

BEST *in* INDUSTRY LEADERSHIP *and* COMMUNITY SERVICE

This award recognizes the agency that has contributed significantly to the industry through programs it has participated in to support the advertising industry in the country and through projects it has spearheaded to uplift the Filipino community.

ELIGIBILITY

4A's member agencies in good standing are eligible to join.

HOW TO JOIN

INDUSTRY LEADERSHIP (50%)

• Select the most important activity or program that has had a positive impact on the advertising industry which the agency implemented or was directly involved in, between January 1 and December 31, 2025. If the activity or program was initiated in Quarter 4 of 2025, results up to Quarter 1 of 2026 will be accepted. To qualify, the activity or program must have been undertaken by the agency pro bono / free of charge.

- Write a 200-word description of the program that details the nature of the involvement, highlights and results. Entrant may submit a pdf file of images, data, tables that will support their case (less than 10MB per file).

- For the same period last year, enumerate other activities that the agency implemented or was involved in (maximum of 3) following the format below:

PROJECT NATURE	PERIOD IMPLEMENTED	HIGHLIGHTS	RESULTS

A recurring program (a program that has been previously entered) may be considered as long as it is declared in the program description and the results are within the eligibility period.

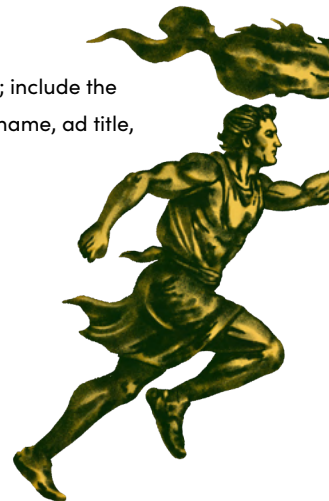
- Agencies may submit a case video with a three (3) minute maximum length. The case video must be submitted via an unlisted YouTube link and the URL must be embedded on the entry portal.

- Entries can include advertising materials if applicable:

• FILM/VIDEO via an unlisted YouTube link embedded on entry portal ; include the following information: agency name, project name, ad title, length, and first airing date.

• AUDIO (to be submitted via an unlisted YouTube link) should include the following information: agency name, project name, ad title, length, and first airing date.

• PRINT in jpg or png (less than 10MB per file); include the following information: agency name, project name, ad title, length, and first airing date.



NETWORK AGENCY OF THE YEAR : BEST IN INDUSTRY LEADERSHIP AND COMMUNITY SERVICE

COMMUNITY SERVICE (50%)

Select the most important activity or program affecting the community which the agency implemented or was directly involved in, between January 1 and December 31, 2025. If the activity or program was initiated in Quarter 4 of 2025, results up to Quarter 1 of 2026 will be accepted. To qualify, the submitted entry must have an unpaid/pro bono component on the part of the agency.

Write a 200-word description for each program that details the nature of the involvement, highlights and results. Entrant may submit a pdf file of images, data, tables that will support their case (less than 10MB per file).

For the same period last year, enumerate other activities that the agency implemented or was involved in (limited to 3) following the format below:

PROJECT NATURE	PERIOD IMPLEMENTED	HIGHLIGHTS	RESULTS

A recurring program (a program that has been previously entered) may be considered as long as it is declared in the program description and the results are within the eligibility period.

Agencies may submit a case video with a three (3) minute length. The case video must be submitted via an unlisted YouTube link and the URL must be embedded on the entry portal.

Entries can include advertising materials if applicable:

FILM/VIDEO via an unlisted YouTube link embedded on entry portal ; include the following information: agency name, project name, ad title, length, and first airing date.

AUDIO (to be submitted via an unlisted YouTube link) should include the following information: agency name, project name,

ad title, length, and first airing date.

PRINT in jpg or png (less than 10MB per file); include the following information: agency name, project name, ad title, length, and first airing date.

ENTRIES IN BEST IN COMMUNITY SERVICE CATEGORY MAY ALSO BE ENTERED IN BEST IN CREATIVE CATEGORY, PROVIDED THAT THERE IS A PAID COMPONENT BY CLIENT IN THE ENTRY, WHICH IS A PREREQUISITE FOR ELIGIBILITY IN THE BEST IN CREATIVE CATEGORY.

REQUIRED SUBMISSIONS

1. All write-up submissions must be inputted on the entry portal within the required word count.
2. All other required documents, i.e., charts, tables, must be uploaded separately on the designated line item on the entry portal.
3. The case video submission should be via an unlisted YouTube link and URL must be embedded on the entry portal.
4. All entries in Filipino or local languages and dialects must be submitted with English translations.
5. A Client Certification must be signed by a senior ranking officer of the company (i.e. not lower than a Marketing Manager and can be any of the following: Marketing Manager, Group Brand Manager, Segment Head, Category Head, Marketing Director, Vice President or equivalent positions).
6. Certification of results / claims must include the implementation and / or placement dates to prove that it is within the required period to qualify.
7. For programs with no client involvement, any proof of certification signed by a high ranking official of the organization/agency involved is required.
8. Client certification template provided on page 6.



**INDEPENDENT
AGENCY**
of the **YEAR**



INDEPENDENT AGENCY *of the* YEAR

This award is given to the independent agency that has excelled consistently in the following areas: Creative, Management of Business, Market Performance, and Industry Leadership & Community Service.

An independent agency shall be defined as an advertising agency without any multinational network affiliations. It should not be owned by an international holding company or listed entity, multinational advertising or media agency network whether in part or in whole, or controlled via a majority stake.

The winner of the INDEPENDENT AGENCY OF THE YEAR award must:

- Have entries in all categories
- Garner the highest aggregate score
- Be a category winner

ELIGIBILITY

Independent agencies who are duly accredited members of the 4As and are in good standing are eligible to join.

CRITERIA

1. The INDEPENDENT AGENCY OF THE YEAR shall be judged on four (4) categories:

Creative (40%)

Management of Business (25%)

Market Performance (25%)

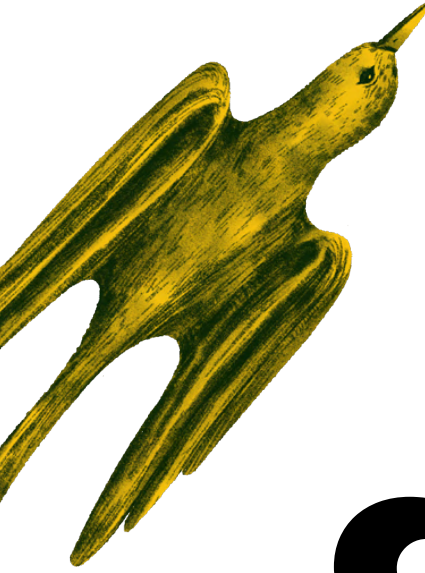
Industry Leadership & Community Service(10%)

2. Entries for these four (4) categories will be judged by the panels for Best in Creative, Best in Market Performance, Best in Management of Business and Best in Industry Leadership & Community Service.

3. Judging rules for each category will be followed, except for the number of entries/cases for Creative and Market Performance.

4. Agencies running for Independent Agency of the Year are NOT required to join Digital Excellence (Creative & Effectiveness).





INDEPENDENT AGENCY OF THE YEAR

BEST *in* CREATIVE

This award recognizes an Independent Agency's outstanding body of work based on the quality of ideas and execution across various media and brands.

HOW TO JOIN

The agency picks three (3) of its best work from 2025:

1. The agency must submit entries from at least three (3) different media – Film, Audio, Print, POS/Collaterals, Outdoor, Digital, and Activation. The submission should cover at least three (3) brands. No write-up is required for submission.
2. All entries should have been first implemented any time within January 1 to December 31, 2025. For campaigns that extend beyond the campaign period, only the materials that ran in the valid campaign period will be qualified.
3. Entries can be single materials or campaigns.
4. A single-medium campaign must have a minimum of two (2) materials.
5. An integrated multimedia campaign may be submitted as one (1) entry. It should be composed of at least three (3) and at most five (5) media. For each medium, submit a maximum of two (2) materials only.
6. Entries implemented in other countries qualify, provided client and media certification are submitted.
7. Entries which are adaptations of foreign campaigns are disqualified.
8. All entries must have been made within the context of a normal paying contract. Should a material be questioned on this point, the entrant-agency must present a document verifying payment of the material.
9. All entries must be accompanied by a certification from the client regarding actual implementation and / or placement indicating first date of airing or publication. Client certifications are strictly required during pre-screening.
10. Self-promotion ads, advertising industry related ads and pro bono ads are not qualified. An agency may enter a Social Marketing or CSR ad/campaign as long as it is limited to JUST ONE (1) entry and is paid for by a client. A certification of payment from the client is required.

CSR materials entered in Best in Creative category may be entered in the Best in Community Service Category.
11. Film for TV/Cinema/Digital and Audio materials must be submitted via unlisted YouTube links embedded on the entry portal. Put the title and date of first airing on a separate frame preceding the material. TV/ Cinema/Digital film entries





INDEPENDENT AGENCY OF THE YEAR : BEST IN CREATIVE

that require English translations must be submitted. Audio entries needing translations must be submitted as videos with translation script.

12. Print entries must be submitted as published, in the original color and layout including legal copy, e.g., dealers' lists, promo mechanics, etc. in jpg or png format (less than 10MB).

13. Samples of POS and collaterals, and photographs of outdoor ads, i.e., billboards, neon signs or window displays, must be submitted in jpeg or png format (less than 10MB per file).

14. Interactive and Digital entries must be submitted through a case video with a maximum duration of three (3) minutes. An active browsable URL link must be supplied. In the event that the URL link is no longer active, client certification of actual implementation and/or placement is required. Activation entries must be submitted as a case video with video length not exceeding three (3) minutes.

15. An ad series will only count as one entry if the elements are truly sequential such that some pieces are meaningless without the others in the series.

16. Film for TV/Cinema/Digital, Audio/Radio, and Print entries

must have been aired or published at least three (3) times during the year. A certificate of performance or proof of airing/publication must be submitted.

REQUIRED SUBMISSIONS

- A video compilation featuring three (3) case entries that best represent the creative work. Each case entry should indicate the entry title and date of first airing. The video compilation of the case films must be submitted via an unlisted YouTube link. The URL link must be embedded on the entry portal.
- Case boards of the three (3) case entries compiled in a PDF file – one idea per board for a total of 3 pages. No need for writeup.
- All entries in Filipino or local languages and dialects must be submitted with English translations.
- A Client Certification must be signed by a senior ranking officer of the company (i.e. not lower than a Marketing Manager and can be any of the following: Marketing Manager, Group Brand Manager, Segment Head, Category Head, Marketing Director, Vic President or equivalent positions)
- Client certification template provided on page 6.





INDEPENDENT AGENCY OF THE YEAR

BEST *in* **MANAGEMENT** *of* **BUSINESS**

This award recognizes the Independent Agency that excellently applies creativity, not only in its advertising work but in its overall business management approach. It is about timely creative solutions in managing its people, systems, and services to make its business better and more sustainable.

ELIGIBILITY

4As member agencies in good standing are eligible to join.

CRITERIA

Must submit requirements in accordance with the Criteria and How to Join rules.

1. Growth Strategy (30%)

For outstanding achievements in creatively evolving the Agency's services, operating model, and partnerships – enabling the delivery of high-quality work to clients while building a future-ready and competitive agency

2. Fiscal Management (40%)

For outstanding and responsible management of corporate resources, demonstrating both financial discipline and inventive (creative) approaches to sustainable growth, resilience and profitability.

3. People Development & Management (30%)

For excellence in the creative development and management of people – building a culture, next gen leadership capability and systems that ensure long term productivity, engagement and professional growth

HOW TO JOIN

4As member agencies must submit the following:

1. Three write-ups in one file following the 3 Criteria for Judging (Growth Strategy, Fiscal Management and People Development & Management).

A. In no more than 500 words, inclusive of support (per criterion), summarize the Agency's management strategies and programs and their corresponding results. Results may be qualitative or quantitative with documentary evidence that can be made available for validation.

B. Attachment to help strengthen presentation and appreciation of strategies are allowed but limited to a maximum of two (2) pages.

C. File format is doc or pdf (less than 10mb per file).

INDEPENDENT AGENCY OF THE YEAR : BEST IN MANAGEMENT OF BUSINESS

2. Additional Requirements & Guidelines for Fiscal Management

A. Filled Data Form

The Data Form below summarizing revenue and profit performance in absolute figures and percentages the past three (3) years must be filled up completely.

	2023	2024	2025
NET REVENUE			
NET REVENUE GROWTH VS PREVIOUS YEAR			
NET PROFIT BEFORE TAX			
% NET PROFIT BEFORE TAX			

B. An auditor-certified report of absolute revenues and % revenue growth together with a copy of the financial report duly stamped/received by BIR and SEC must be submitted. In the event financial statements duly stamped/received by BIR and SEC is not yet available, an Audited Financial Statement certified by a reputable 3rd party auditing firm may be accepted. The past three (3) year data under Fiscal Management should be provided to be eligible in this category.

C. An auditor-certified report of the Agency's net profit before tax in absolute amounts as a % of Gross Revenue for the past three (3) years based on documents submitted to the BIR and the SEC.

D. File format is doc or pdf (less than 10MB per file).

E. No case video submission is allowed.

REQUIRED SUBMISSIONS

- All write-up submissions must be inputted on the entry portal within the required word count.
- All other required documents, i.e., charts, tables, must be uploaded separately on the designated fields on the entry portal.
- For confidentiality, PLEASE DO NOT UPLOAD the audited financial statement on the portal but email it directly to the AOY Secretariat - secretariat@4asphilippines.com.
- For programs with no client involvement, any proof of certification signed by a high ranking official of the organization/agency involved is required.



INDEPENDENT AGENCY OF THE YEAR

BEST *in* MARKET PERFORMANCE

This award honors work in which bold strategic thinking and creativity demonstrably drove exceptional business results and outstanding market performance.

ELIGIBILITY

4As member agencies in good standing are eligible to join.

CRITERIA

1. Quality of Strategic Thinking (40%)

- Quality of market insight, including specificity and ambition of objectives versus market background.
- Quality of consumer insight and communications strategy.

2. Quality of Creative Thinking (20%)

Judged on how creatively the strategy was brought to life in service of the business objective.

3. Quality of Results (40%)

- Extent to which the campaign met or surpassed set objectives.
- Quality of other results (outside set objectives) and convincingness of the link between results and the campaign.

HOW TO JOIN

1. Each participating agency should submit two (2) cases.

2. Each case study must contain all the following information:

- Agency
- Client and Brand
- Campaign Period. Components of the campaign should have been implemented between January 1, 2025 and December 31, 2025 for both cases.

- For campaigns implemented in Quarter 4 of 2025, campaign results up to Quarter 1 of 2026 will be accepted. Campaigns that have been entered in the 27th AOY cannot be re-entered.

- Case Background
- Marketing Objective and Strategy
- Agency Program Objectives
- Agency Program Strategy
- Execution/Description of Program

3. Campaign Results

The evidence of results must be specific, quantifiable and verifiable.

The results must demonstrate a clear and credible link to the stated objectives and business challenge.

- Please provide a clear time frame for the data.
- Please provide references and sources to substantiate and support your results. Results should prioritize business and market impact. Where applicable, include both short-term and longer-term effects:
- Sales results: volume, value or index (pre-campaign, post-campaign)
- Foot traffic increase
- Market share improvements/tracking versus competitors
- Behavioral changes, shifts in brand perception

INDEPENDENT AGENCY OF THE YEAR : BEST IN MARKET PERFORMANCE

- Increases in image or attribute scores
- Reach and engagement scores
- Awareness, consideration, trial and repeat purchase results

4. Other Requirements and Considerations:

- A case study write-up for each of the two (2) cases is MANDATORY. Each case study write-up must not exceed 850 words, excluding charts and tables submitted as supporting materials. Entrants may submit a pdf file of images, data, tables that will support their case (less than 10MB per file).

- Creative materials may be submitted to accompany the write ups: Print/Images in jpg or png (less than 10MB per file), audio and video via an unlisted YouTube link embedded on the entry portal.

- Case videos are OPTIONAL. If an agency chooses to submit case videos, each video must be for a single case or brand (do not put both cases in a single video). Each video, composed of campaign highlights and creative work, must not exceed a total of three (3) minutes and must be submitted via an unlisted YouTube link.

- All results and claims must be supported by verifiable data and appropriate certification:

- Client certification
- Research Agency certification
- Senior client sign-off (as already specified)

REQUIRED SUBMISSIONS

- All write-up submissions must be inputted on the entry portal within the required word count.

- The case video/film must be submitted via an unlisted YouTube link and the URL must be embedded on the entry portal.

- All other required documents, i.e., charts, tables, must be uploaded separately on the designated line item on the entry portal.

- All entries in Filipino or local languages and dialects must be submitted with English translations.

- A Client Certification must be signed by a senior ranking officer of the company (i.e. not lower than a Marketing Manager and can be any of the following: Marketing Manager, Group Brand Manager, Segment Head, Category Head, Marketing Director, Vice President or equivalent positions).

- Certification of results / claims must include the implementation and / or placement dates to prove that it is within the required period to qualify.

- For programs with no client involvement, any proof of certification signed by a high ranking official of the organization/agency involved is required.

- Client certification template provided on page 6.



INDEPENDENT AGENCY OF THE YEAR

BEST *in* INDUSTRY LEADERSHIP *and* COMMUNITY SERVICE

This award recognizes the Independent Agency that has contributed significantly to the industry through programs it has participated in to support the advertising industry in the country and through projects it has spearheaded to uplift the Filipino community.

ELIGIBILITY

4A's member agencies in good standing are eligible to join.

HOW TO JOIN

INDUSTRY LEADERSHIP (50%)

Select the most important activity or program that has had a positive impact on the advertising industry which the agency implemented or was directly involved in, between January 1 and December 31, 2025. If the activity or program was initiated in Quarter 4 of 2025, results up to Quarter 1 of 2026 will be accepted. To qualify, the activity or program must have been undertaken by the agency pro bono / free of charge.

- Write a 200-word description of the program that details the nature of the involvement, highlights and results. Entrant may submit a pdf file of images, data, tables that will support their case (less than 10MB per file).

- For the same period last year, enumerate other activities that the agency implemented or was involved in (maximum of 3) following the format below:

PROJECT NATURE	PERIOD IMPLEMENTED	HIGHLIGHTS	RESULTS

A recurring program (a program that has been previously entered) may be considered as long as it is declared in the program description and the results are within the eligibility period.

- Agencies may submit a case video with a three (3) minute maximum length. The case video must be submitted via an unlisted YouTube link and the URL must be embedded on the entry portal.

- Entries can include advertising materials if applicable:

• FILM/VIDEO via an unlisted YouTube link embedded on entry portal ; include the following information: agency name, project name, ad title, length, and first airing date.

• AUDIO (to be submitted via an unlisted YouTube link) should include the following information: agency name, project name, ad title, length, and first airing date.

• PRINT in jpg or png (less than 10MB per file); include the following information: agency name, project name, ad title, length, and first airing date.

INDEPENDENT AGENCY OF THE YEAR : BEST IN INDUSTRY LEADERSHIP AND COMMUNITY SERVICE

COMMUNITY SERVICE (50%)

Select the most important activity or program affecting the community which the agency implemented or was directly involved in, between January 1 and December 31, 2025. If the activity or program was initiated in Quarter 4 of 2025, results up to Quarter 1 of 2026 will be accepted. To qualify, the submitted entry must have an unpaid/pro bono component on the part of the agency.

Write a 200-word description for each program that details the nature of the involvement, highlights and results. Entrants may submit a pdf file of images, data, tables that will support their case (less than 10MB per file).

For the same period last year, enumerate other activities that the agency implemented or was involved in (limited to 3) following the format below:

PROJECT NATURE	PERIOD IMPLEMENTED	HIGHLIGHTS	RESULTS

A recurring program (a program that has been previously entered) may be considered as long as it is declared in the program description and the results are within the eligibility period.

Agencies may submit a case video with a three (3) minute length. The case video must be submitted via an unlisted YouTube link and the URL must be embedded on the entry portal.

Entries can include advertising materials if applicable:

FILM/VIDEO via an unlisted YouTube link embedded on entry portal ; include the following information: agency name, project name, ad title, length, and first airing date.

AUDIO (to be submitted via an unlisted YouTube link) should

include the following information: agency name, project name, ad title, length, and first airing date.

PRINT in jpg or png (less than 10MB per file); include the following information: agency name, project name, ad title, length, and first airing date.

ENTRIES IN BEST IN COMMUNITY SERVICE CATEGORY MAY ALSO BE ENTERED IN BEST IN CREATIVE CATEGORY, PROVIDED THAT THERE IS A PAID COMPONENT BY CLIENT IN THE ENTRY, WHICH IS A PREREQUISITE FOR ELIGIBILITY IN THE BEST IN CREATIVE CATEGORY.

REQUIRED SUBMISSIONS

1. All write-up submissions must be inputted on the entry portal within the required word count.
2. All other required documents, i.e., charts, tables, must be uploaded separately on the designated line item on the entry portal.
3. The case video submission should be via an unlisted YouTube link and URL must be embedded on the entry portal.
4. All entries in Filipino or local languages and dialects must be submitted with English translations.
5. A Client Certification must be signed by a senior ranking officer of the company (i.e. not lower than a Marketing Manager and can be any of the following: Marketing Manager, Group Brand Manager, Segment Head, Category Head, Marketing Director, Vice President or equivalent positions).
6. Certification of results / claims must include the implementation and / or placement dates to prove that it is within the required period to qualify.
7. For programs with no client involvement, any proof of certification signed by a high ranking official of the organization/agency involved is required.
8. Client certification template provided on page 6.



**MEDIA
AGENCY
of the YEAR**



MEDIA AGENCY *of the* YEAR

This award recognizes and honors the Media Department or Media Agency that has most effectively leveraged the opportunities of a dynamic media landscape, introduced innovations that advance the industry, and delivered measurable impact and results for its clients.

Three (3) category awards will be given: Best in Management of Business, Best in Media Creativity & Effectiveness and Best in Industry Leadership and Community Service.

ELIGIBILITY

Media Agencies who are duly-accredited members of either 4As, MSAP and/or DMAP and are in good standing are eligible to join. To ensure business performance is accurate, entries should be under a Media Brand and not from a Media Holding Group.

CRITERIA

The winner of the Media Agency of the Year Award must:

1. Have entries in all three (3) categories
2. Garner the highest aggregate score on the ff categories:
 - Media Creativity and Effectiveness (40%)
 - Management of Business (40%)
 - Industry Leadership & Community Service (20%)

CATEGORY WINNERS

Each category will have specific excellence criteria. Judges will give a score for each criterion ranging from 75 to 100. The agency with the highest average score in a category wins the category award.

Best in Media Creativity and Effectiveness

Best in Management of Business

Best in Industry Leadership & Community Service





MEDIA AGENCY OF THE YEAR

BEST *in* MEDIA CREATIVITY

HOW TO JOIN

1. The agency submits its two (2) best case studies for two (2) different brands

A. Case study 1 should describe a CREATIVE MEDIA SOLUTION for Brand A executed in one or more media vehicle/s including digital only. A Creative Media Solution focuses on creative use of existing media platforms or creation of new means of media communications that generate hype, impact, engagement, and/or interest for the brand/business.

B. Case Study 2 should describe a PERFORMANCE MEDIA SOLUTION for Brand B executed in one or more media vehicle/s including digital only. A Performance Media Solution is more focused on driving direct response/action for the brand/business.

2. Components of the campaign should have been implemented between January 1, 2025 and December 31, 2025. For campaigns implemented in Quarter 4 of 2025, campaign results up to Quarter 1 of 2026 will be accepted. Campaigns previously entered in the 27TH AOY cannot be re-entered.

3. Each case study will be judged based on:

- A. Effectiveness based on achievement of quantifiable goals (50%)
- B. Creativity and Innovation in use and application of media (50%)

4. A case study write-up for each of the two (2) cases is MANDATORY. Each case study write-up must not exceed 650 words. Entrants may submit a pdf file of images, data, tables that will support their case (less than 10MB per file).

5. Support documents are allowed, a maximum of three (3) pages of attachments in doc or pdf format and less than 10MB per file.

6. Case videos are optional. If a case video is needed to illustrate creativity, a maximum of two (2) video examples may be submitted, each not exceeding three (3) minutes in length.

Video submissions must be uploaded as an unlisted YouTube link. The URL must be inputted on the entry portal.

7. Audio submissions must be uploaded as an unlisted YouTube link.

8. All entries and business results must be submitted with a client certification.

9. Media metrics and KPIs should be based on accepted industry data and rates from AGB Nielsen, Kantar, etc.



MEDIA AGENCY OF THE YEAR

BEST *in*
MANAGEMENT
of **BUSINESS**

Media agencies must submit the following documents and write-up covering the period between January 1, 2025 to December 31, 2025.

1. Growth Strategy 30% (300 words)

For outstanding achievements in constantly improving the agency's services, thus assuring the delivery of quality work to its clients and building a future-ready agency. Success measures include: products and services, processes, innovations, awards and recognition.

2. Fiscal Management 40% (200 words)

For outstanding management of corporate resources resulting in impressive growth and achievement of the profitability goals of the organization. Success measures include: commercial performance, client retention, new business (wins, success ratio), and client satisfaction scores.

3. People Development and Management 30% (200 words)

For excellence in development and management of its people to improve and assure long term productivity as well as professional and personal development. Success measures include training and development programs, staff turnover/retention rate, and staff satisfaction.

Support documents should not exceed three (3) pages in PDF file.

MEDIA AGENCY OF THE YEAR



BEST *in* INDUSTRY LEADERSHIP *and* COMMUNITY SERVICE

This award recognizes the agency that has contributed significantly to the industry through programs it has participated in to support advertising in the country and through projects it has spearheaded to uplift our community.

HOW TO JOIN

BEST IN INDUSTRY LEADERSHIP (50%)

1. Select the most important activity or program that has had a positive impact on the advertising industry which the agency implemented or was directly involved in, between January 1 and December 31, 2025. If the activity or program was initiated in Quarter 4 of 2025, results up to Quarter 1 of 2026 will be accepted.

2. Write a 200-word description of the program that details the nature of the involvement, highlights and results. Write-ups should be submitted as jpg or png not exceeding 10MB.

3. For the same period last year, enumerate other activities that the agency implemented or was involved in (limited to 3) following the format below:

PROJECT NATURE	PERIOD IMPLEMENTED	HIGHLIGHTS	RESULTS

4. A recurring program (a program that has been previously entered) may be considered as long as it is declared in the program description and the results are within the eligibility period.

5. Agencies may submit a case video that supports their entries. Video should be in mp4 format and must not exceed three (3) minutes. The case video submission must be via an unlisted YouTube link. The URL link must be inputted on the entry portal.

6. Entries can include advertising materials if applicable:

FILM/VIDEO as an unlisted YouTube link embedded on entry portal; include the following information: agency name, project name, ad title, length, and first airing date.

AUDIO (to be submitted as an unlisted YouTube link) should include the following information: agency name, project name, ad title, length, and first airing date.

PRINT in jpg or png (less than 10MB per file); include the following information: agency name, project name, ad title, length, and first airing date.

COMMUNITY SERVICE (50%)

1. Select the most important activity or program affecting the community which the agency implemented or was directly involved in, between January 1 and December 31, 2025. If the activity or program was initiated in Quarter 4 of 2025, results up to Quarter 1 of 2026 will be accepted.

2. Write a 200-word description for each program that details the nature of the involvement, highlights and results. To qualify,

MEDIA AGENCY OF THE YEAR

the submitted entry must have an unpaid/pro bono component on the part of the agency. Entrants may submit a pdf file of images, data, tables that will support their case (less than 10MB per file).

3. For the same period last year, enumerate other activities that the agency implemented or was involved in (limited to 3) following the format below:

PROJECT NATURE	PERIOD IMPLEMENTED	HIGHLIGHTS	RESULTS

4. A recurring program (a program that has been previously entered) may be considered as long as it is declared in the program description and the results are within the eligibility period.

5. Agencies may submit a case video with a three (3) minute length. The case video must be submitted via an unlisted YouTube link and the URL must be embedded on the entry portal.

6. Entries can include advertising materials if applicable:

FILM/VIDEO via an unlisted YouTube link embedded on entry portal ; include the following information: agency name, project name, ad title, length, and first airing date.

AUDIO (to be submitted via an unlisted YouTube link) should include the following information: agency name, project name, ad title, length, and first airing date.

PRINT in jpg or png (less than 10MB per file); include the following information: agency name, project name, ad title, length, and first airing date.

ENTRIES IN BEST IN COMMUNITY SERVICE CATEGORY MAY ALSO BE ENTERED IN BEST IN MEDIA CREATIVITY CATEGORY, PROVIDED THAT THERE IS A PAID COMPONENT BY CLIENT IN THE ENTRY, WHICH IS A PREREQUISITE FOR ELIGIBILITY IN THE BEST IN MEDIA CREATIVITY CATEGORY.

REQUIRED SUBMISSIONS

- All write-up submissions must be inputted on the entry portal within the required 200-word count.
- All other required documents, i.e., charts, tables, must be uploaded separately on the designated line item on the entry portal.
- Should the entrant want to include an audited financial statement, PLEASE DO NOT UPLOAD it on the portal but email it directly to the AOY Secretariat – secretariat@4asphilippines.com.
- All case film/video submission must be via an unlisted YouTube link. The URL link must be embedded on the entry portal.
- All entries in Filipino or local languages and dialects must be submitted with English translations.
- A Client Certification must be signed by a senior ranking officer of the company (i.e. not lower than a Marketing Manager and can be any of the following: Marketing Manager, Group Brand Manager, Segment Head, Category Head, Marketing Director, Vice President or equivalent positions).
- Certification of results / claims must include the implementation and / or placement dates to prove that it is within the required period to qualify.
- For programs with no client involvement, any proof of certification signed by a high ranking official of the organization/agency involved is required.
- Client certification template provided on page 6.



**DIGITAL
AGENCY
of the YEAR**



DIGITAL AGENCY *of the* YEAR

These awards celebrate the Digital Agency or Department at the forefront of transformative excellence. By navigating the complexities of an evolving consumer landscape, they harness creativity, effectiveness, and innovation to redefine what's possible. With a strong focus on impactful digital solutions, they achieve exceptional customer engagement and measurable results. Their work aligns with clients' strategic goals while setting new benchmarks for ingenuity and digital excellence.

ELIGIBILITY

Agencies/Companies who are duly accredited members of 4A's, DMAP, MSAP, ASAP, UPMG, OAAP, CPHG in good standing are eligible to join.

CRITERIA

The winner of the Digital Agency of the Year Award must:

1. Have entries in both categories
2. Garner the highest aggregate score on the ff categories:
 - Digital Excellence in Creativity & Effectiveness (50%)
 - Digital Excellence in Innovation (50%)

CATEGORY WINNERS

Each category will have specific excellence criteria. The agency with the highest average score in a category wins the category award.

A. Criteria for Digital Excellence in Creativity and Effectiveness
Recognizes excellence in creating creative digital ideas that engage consumers and drive results for clients.

Strategy (30%)
Creativity (40%)
Effectiveness and Results (30%)


B. Criteria for Digital Excellence in Innovation

Recognizes excellence in delivering digital experiences by leveraging on the innovative application of digital technologies as a marketing solution.

Strategy (30%)
Creativity (30%)
New Technology or New Use of Existing Technology (40%)

SUBMITTING AGENCY

GENERAL: Individual agencies are expected to submit entries for the Digital Excellence category. "Creative Lead" agency and "Digital" agency normally collaborate in developing a digital campaign, either of them can submit it as an entry. But the submitting agency should have worked on the three (3) criteria of the Digital Excellence category and must submit a letter of consent from its client partner claiming ownership of the idea entered. The same body of work may be submitted under various categories granted they are able to provide separate write-ups and completed entry requirements. Companies submitting under "Excellence in Innovation" do not have to be the developer of the technology.



DIGITAL AGENCY OF THE YEAR

HOW TO JOIN

DIGITAL EXCELLENCE IN CREATIVITY AND EFFECTIVENESS

1. Each participating agency is required to submit two (2) case entries implemented within the period of January 1, 2025, to December 31, 2025. This will allow digital excellence to be consistently seen across different projects or campaigns for the covered period.

2. Campaign must have commenced between January 1, 2025 and December 31, 2025. For campaigns implemented in Quarter 4 of 2025, campaign results up to Quarter 1 of 2026 will be accepted. Campaigns previously entered in the 27th AOY cannot be re-entered.

3. Each submission should contain the following:

A. Write-up

Strategy (30%) – Describe the digital marketing objectives and strategy to meet the challenge (200 words)

Creativity (40%) – Describe the creative solution and its execution, and explain how it effectively leverages the digital space. (200 words)

Effectivity and Results (30%) – Describe how the work helped in achieving the marketing goals with quantifiable results that prove the work's success in achieving objectives (200 words)

B. Case Video (mandatory)

- A simple video presentation (AVP or animated slideshow) to clearly explain the work or solution
- Full video submissions should not exceed three (3) minutes
- Video submission must be submitted via an unlisted YouTube link.

C. Links

- To live websites, applications, and related online properties (social media sites, blogs, video sharing sites, etc.)

- To sites hosting online materials that are no longer live
- A working demo is recommended for the judging

D. Visuals

- Screen grabs of key components
- Storyboards of animated components (banner ads, applications, splash pages, etc.) where relevant
- All supporting media used in the campaign (if applicable)
- English translations if necessary

DIGITAL EXCELLENCE IN INNOVATION

1. Each participating agency is required to submit two (2) case entries implemented within the period of January 1, 2025, to December 31, 2025. This will allow digital excellence to be consistently seen across different projects or campaigns for the covered period.

2. Campaign must have commenced between January 1, 2025 and December 31, 2025. For campaigns implemented in Quarter 4 of 2025, campaign results up to Quarter 1 of 2026 will be accepted. Campaigns previously entered in the 27th AOY cannot be re-entered.

3. Each submission should contain the following:

A. Write-up

Strategy to address a problem (30%) – Describe the problem and strategy to solve the problem (200 words)

Creativity (30%) – Describe the creative solution and execution and how it best makes use of the digital space (200 words)

New Technology or New Use of Existing Technology (40%) – Describe the uniqueness of the use of technology in solving the problem and how results met the objective. (200 words)

DIGITAL AGENCY OF THE YEAR

B. Case Video (mandatory)

- A simple video presentation (AVP or animated slideshow) to clearly explain the work or solution.
- Full video submissions should not exceed three (3) minutes
- Video submission must be submitted via an unlisted YouTube link.

C. Links

- To live websites, applications, and related online properties (social media sites, blogs, video sharing sites, etc.)
- To sites hosting online materials that are no longer live
- A working demo is recommended for the judging

D. Visuals

- Screen grabs of key components Storyboards of animated components (banner ads, applications, splash pages, etc.) where relevant
- All supporting media used in the campaign (if applicable)
- Files of images should be in jpg or png and should be less than 10MB per file

REQUIRED SUBMISSIONS

- All write-up submissions must be inputted on the entry portal and should be within the required word count.
- All case film/video submission must be via an unlisted YouTube link and the URL must be embedded on the entry portal.
- All entries in Filipino or local languages and dialects must be submitted with English translations.
- A Client Certification must be signed by a senior ranking officer of the company (i.e. not lower than a Marketing Manager and can be any of the following: Marketing Manager, Group Brand Manager, Segment/Category Head, Marketing Director, Vice President or equivalent positions).
- Certification of results / claims must include the implementation and / or placement dates
- to prove that it is within the required period to qualify.
- For programs with no client involvement, any proof of certification signed by a high ranking official of the organization/agency involved is required.
- Client certification template provided on page 6.



PR
AGENCY
of the **YEAR**



PR AGENCY *of the* YEAR



This award is given to the PR Agency or PR Department that excels in executing inspired public relations solutions for various stakeholders; delivering quantifiable impact and results for their clients; and demonstrating responsibility to industry, society and planet through purposive PR programs and tools.

Two (2) category awards will be given—Best in PR Creativity & Effectiveness and Best in Industry Leadership and Corporate Social Responsibility (CSR).

ELIGIBILITY

Agencies that provide services that include public relations, corporate communication, reputation management, and the like, are eligible to join.

CRITERIA

The winner of the PR AGENCY OF THE YEAR award must:

1. Have entries in both categories
2. Garner the highest aggregate score (total of category scores multiplied by their respective weights)

- PR Creativity and Effectiveness = 60%
- Industry Leadership and CSR = 40%

BEST IN PR CREATIVITY AND EFFECTIVENESS

This award recognizes a PR Agency's or PR Department's body of work based on the quality of ideas and execution of PR programs and tools for different brands and stakeholders, and across various communication channels.

HOW TO JOIN

1. Select and submit two (2) case studies demonstrating excellence in public relations through campaigns implemented between January 1, 2025, to December 31, 2025. For projects that extend beyond this period, only the activities that ran between January 1, 2025, to December 31, 2025, can be considered. For campaigns implemented in Quarter 4 of 2025, campaign results up to Quarter 1 of 2026 will be accepted.
2. Each case study should have been implemented for a different brand. Collectively, both case studies should target at least two (2) stakeholder types (e.g., general customers, media, government, investors, employees, specific communities, etc.) and should showcase at least two (2) PR Tools (e.g., print publicity, broadcast publicity, social media, audio-visual presentations, podcasts, publications, events, etc.).
3. For each case, write an 800-word description of the program inputted on the entry portal. Additionally, agencies may submit the same write-up as a pdf file of no more than 10MB with images, data, and tables supporting the case. The write-up should highlight the following:

PR AGENCY OF THE YEAR

- Strategy (30%) – Describe the case background citing the PR objectives and strategy to meet the communication challenge.

- Creativity (35%) – Describe the creative solution and execution and how it uses PR innovatively to fulfill objectives

- Effectivity and Results (35%) – Describe how the work helped in achieving the PR objectives with quantifiable results that prove the campaign’s success

4. Agencies may submit a case video that supports their case studies. Each video should be in mp4 format and must not exceed three (3) minutes. It should be submitted via an unlisted YouTube link, with its URL inputted on the entry portal.

5. Entries may also include additional supporting materials if applicable:

- Film/Video via an unlisted YouTube link embedded on entry portal. Include the following information: agency name, project name, and video title.

- Image files in jpg or png (less than 10MB per file); include the following information: agency name, project name, and image title.

6. All entries must have been made within the context of a normal paying contract. Should a PR campaign be questioned on this point, the entrant-agency must present a document ascertaining payment by client for the said campaign.

7. All entries must be accompanied by a certification from the client regarding actual implementation indicating the campaign period. Client certifications are strictly required during pre-screening.

8. Self-promotion and pro bono campaigns are not qualified. An agency may enter a CSR campaign in the Best in PR Creativity and Effectiveness category if it is limited to JUST ONE (1) entry and is paid for by a client. A certification of payment from the client is required. A CSR program entered in the Best in PR Creativity and Effectiveness Category can be entered in the

Best in Industry Leadership and CSR Category.

REQUIRED SUBMISSIONS

- All write-up submissions must be inputted on the entry portal within the required word count.

- All other required documents, such as client certifications and supporting pdf, jpg, and png files must be uploaded separately on the designated line item on the entry portal.

- All case film/video submissions must be via an unlisted YouTube link. The URL link must be embedded on the entry portal.

- All supporting materials in Filipino or local languages and dialects must be submitted with English translations.

- A Client Certification must be signed by a senior ranking officer of the company (e.g., PR Manager, Corporate Communication Manager, Marketing Manager, PR Director, Corporate Communication Director, Marketing Director, Vice President or equivalent positions).

- For programs with no client involvement, any proof of certification signed by a high ranking official of the agency involved is required.

- Client certification template is provided on page 6.

PR AGENCY OF THE YEAR

BEST IN INDUSTRY LEADERSHIP AND CORPORATE SOCIAL RESPONSIBILITY

This award recognizes the agency that has contributed significantly to the industry through programs it has participated in to support public relations in the country and through projects it has spearheaded to uplift people and the planet.

HOW TO JOIN

INDUSTRY LEADERSHIP (50%)

1. Select the most important activity or program that has made a positive impact on the PR industry, which the agency implemented or was directly involved in, between January 1 and December 31, 2025. If the activity or program was initiated in Quarter 4 of 2025, results up to Quarter 1 of 2026 will be accepted.

2. Write a 200-word description, inputted on the entry portal, that details the nature of the involvement, highlights, and results of the program. Additionally, the write-up may be submitted as a pdf file of no more than 10MB with images, data, and tables that support the case.

3. For the same period last year, enumerate other activities (limited to 3) that the agency implemented or was involved in, following the format below:

PROJECT NATURE	PERIOD IMPLEMENTED	HIGHLIGHTS	RESULTS

4. Agencies may submit a case video that supports their case studies. Each video should be in mp4 format and must not

exceed three (3) minutes. It should be submitted via an unlisted YouTube link, with its URL inputted on the entry portal.

5. Entries may also include additional supporting materials if applicable:

- Film/Video via an unlisted YouTube link embedded on entry portal. Include the following information: agency name, project name, and video title.
- Image in jpg or png (less than 10MB per file); include the following information: agency name, project name, and image title.

COMMUNITY SERVICE (50%)

1. Select the most important activity or program affecting the community which the agency implemented or was directly involved in, between January 1 and December 31, 2025. If the activity or program was initiated in Quarter 4 of 2025, results up to Quarter 1 of 2026 will be accepted. To qualify, a submitted entry must have an unpaid / pro bono component on the part of the agency.

2. Write a 200-word description, inputted on the entry portal, that details the nature of the involvement, highlights, and results of the program. Additionally, the write-up may be submitted as a pdf file of no more than 10MB with images, data, and tables that support the case.

3. For the same period last year, enumerate other activities that the agency implemented or was involved in (limited to 3) following the format below:

PROJECT NATURE	PERIOD IMPLEMENTED	HIGHLIGHTS	RESULTS

PR AGENCY OF THE YEAR

4. Agencies may submit a case video that supports their case studies. Each video should be in mp4 format and must not exceed three (3) minutes. It should be submitted via an unlisted YouTube link, with its URL inputted on the entry portal.

5. Entries may also include additional supporting materials if applicable:

- Film via an unlisted YouTube link embedded on entry portal. Include the following information: agency name, project name, and video title.
- Image in jpg or png (less than 10MB per file); include the following information: agency name, project name, and image title.

ENTRIES IN BEST IN COMMUNITY SERVICE CATEGORY MAY ALSO BE ENTERED IN BEST IN PR CREATIVITY & EFFECTIVENESS CATEGORY, PROVIDED THAT THERE IS A PAID COMPONENT BY CLIENT IN THE ENTRY, WHICH IS A PREREQUISITE FOR ELIGIBILITY IN THE BEST IN PR CREATIVITY & EFFECTIVENESS CATEGORY.

REQUIRED SUBMISSIONS

- All write-up submissions must be inputted on the entry portal within the required 200-word count.
- All other required documents, such as client certifications, must be uploaded separately on the designated fields on the entry portal.
- All case film/video submissions must be via an unlisted YouTube link. The URL link must be embedded on the entry portal.
- All supporting materials in Filipino or local languages and dialects must be submitted with English translations.

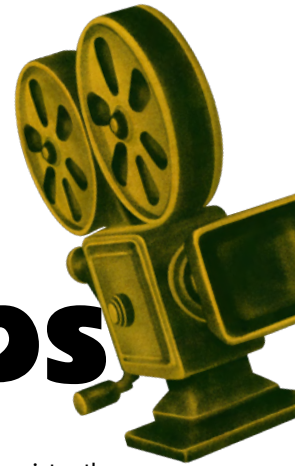
- A Client Certification must be signed by a senior ranking officer of the company (e.g., PR Manager, Corporate Communication Manager, Marketing Manager, PR Director, Corporate Communication Director, Marketing Director, Vice President or equivalent positions).

- For programs with no client involvement, any proof of certification signed by a high ranking official of the agency involved is required.

- Client certification template is provided on page 6.



PRODUCTION EXCELLENCE



PRODUCTION EXCELLENCE AWARDS

These awards recognize production houses, groups, studios, content houses, and creative agencies that consistently deliver outstanding work through excellence in craft, innovation in execution, and strength in organizational management within their respective fields of expertise in Film Production, Audio Production, Post Production, and Digital and Tech Production.

ELIGIBILITY

Production houses, groups, studios, content creation houses, and creative agencies in the Philippines are all eligible to join.

CATEGORIES

1. **Production Excellence In Film**
2. **Production Excellence In Audio**
3. **Production Excellence In Post**
4. **Production Excellence in Digital and Tech**

- Digital or OLVs (Online Videos)
- Any form of video in any platform

Entries should demonstrate excellence in direction, cinematography, production design, casting, and overall craft.

CRITERIA

Judging will be based on work done between January 1, 2025 and December 31, 2025.

Entries will be evaluated based on the following weighted criteria:

- Quality of Work (70%)
- Management of Business (30%)

2. The four (4) works must be compiled into one video and uploaded via an unlisted YouTube link.

- Titles must be used as transitions between works
- Font: Basic Helvetica, size 50
- White text on black background
- Title case
- Left-justified and centered on screen
- Absolutely no logos or graphic elements allowed

3. The compiled entry must begin with a five (5)-second slate indicating:

- Company Name
- Category: Production Excellence in Film

4. Entries must be submitted as aired / released and must be accompanied by client or agency certification.

HOW TO JOIN PRODUCTION EXCELLENCE IN FILM

Production houses, groups, studios, digital content providers, and creative agencies must submit the following documents and write-ups:

QUALITY OF WORK (70%)

1. Entrants must submit four (4) pieces of work that best showcase excellence in film production. This may include, but is not limited to:

- Cinema ads
- Branded films

MANAGEMENT OF BUSINESS (30%)

In no more than 300 words per criterion, entrants must describe how the company is managed as a sustainable, forward-looking production business:

PRODUCTION EXCELLENCE AWARDS

1. Talent Management & Development

- Staff growth and team structure
- Retention rates or tenure indicators
- Training, mentorship, and professional development programs

2. Innovation & Investments

- Investments in production technology, equipment, or software
- Process improvements or systemization
- Creative or operational innovations that improved output or efficiency

3. Financial Standing & Governance

- Proof of financial performance (document signed by CFO)
- Confirmation of good standing and absence of derogatory records

4. Safety & Compliance

- Production safety protocols and compliance standards
- Safeguards that ensure safe, ethical, and professional production environments

HOW TO JOIN PRODUCTION EXCELLENCE IN AUDIO

Audio production companies and studios must submit the following documents and write-ups:

QUALITY OF WORK (70%)

1. Entrants must submit four (4) pieces of work that best showcase excellence in:

- Sound design
- Music composition
- Voice performance
- Audio branding for film, digital, or branded content

2. The four (4) works must be compiled into one video and uploaded via an unlisted YouTube link.

- Titles must be used as transitions between works
- Font: Basic Helvetica, size 50
- White text on black background

- Title case
- Left-justified and centered on screen
- Absolutely no logos or graphic elements allowed

3. The compiled entry must begin with a five (5)-second slate indicating:

- Company Name
- Category: Production Excellence in Audio

4. Entries must be submitted as aired / released and must be accompanied by client or agency certification.

MANAGEMENT OF BUSINESS (30%)

In no more than 300 words per criterion, entrants must describe how the company is managed as a sustainable, forward-looking production business:

1. Talent Management & Development

- Staff growth and team structure
- Retention rates or tenure indicators
- Training, mentorship, and professional development programs

2. Innovation & Investments

- Investments in production technology, equipment, or software
- Process improvements or systemization
- Creative or operational innovations that improved output or efficiency

3. Financial Standing & Governance

- Proof of financial performance (document signed by CFO)
- Confirmation of good standing and absence of derogatory records

4. Safety & Compliance

- Production safety protocols and compliance standards
- Safeguards that ensure safe, ethical, and professional production environments

PRODUCTION EXCELLENCE AWARDS

HOW TO JOIN PRODUCTION EXCELLENCE IN POST

Post-production houses, studios, and content houses must submit the following documents and write ups:

QUALITY OF WORK (70%)

1. Entrants must submit four (4) pieces of work that best showcase excellence in:

- Editing
- Color grading
- Visual effects (VFX)
- Motion graphics or animation

2. The four (4) works must be compiled into one video and uploaded via an unlisted YouTube link.

- Titles must be used as transitions between works
- Font: Basic Helvetica, size 50
- White text on black background
- Title case
- Left-justified and centered on screen
- Absolutely no logos or graphic elements allowed

3. The compiled entry must begin with a five (5)-second slate indicating:

- Company Name
- Category: Production Excellence in Post

4. Entries must be submitted as aired / released and must be accompanied by client or agency certification.

MANAGEMENT OF BUSINESS (30%)

In no more than 300 words per criterion, entrants must describe how the company is managed as a sustainable, forward-looking production business:

1. Talent Management & Development

- Staff growth and team structure
- Retention rates or tenure indicators
- Training, mentorship, and professional development programs

2. Innovation & Investments

- Investments in production technology, equipment, or software
- Process improvements or systemization
- Creative or operational innovations that improved output or efficiency

3. Financial Standing & Governance

- Proof of financial performance (document signed by CFO)
- Confirmation of good standing and absence of derogatory records

4. Safety & Compliance

- Production safety protocols and compliance standards
- Safeguards that ensure safe, ethical, and professional production environments

HOW TO JOIN PRODUCTION EXCELLENCE IN DIGITAL & TECH

Production houses, studios, content houses must submit the following documents and write ups:

QUALITY OF WORK (70%)

1. Entrants must submit four (4) pieces of work that best showcase excellence in:

- Short-form and vertical video content (TikTok, Reels, Shorts)
- Platform-native branded content
- Creator-led or influencer-driven productions
- Always-on or content-at-scale programs

2. Works should demonstrate:

- Platform-native storytelling
- Speed, volume, and consistency of execution
- Creative relevance within digital ecosystems

3. Each work must clearly demonstrate scale and consistency of execution.

Each work may consist of a group of up to four (4) related short-form videos (e.g., a series, format, or variations within a campaign) to showcase repeatability and systemized production.

PRODUCTION EXCELLENCE AWARDS

4. The four (4) works must be compiled into one (1) video and uploaded via an unlisted YouTube link.

- Titles must be used as transitions between works
- Font: Basic Helvetica, size 50
- White text on black background
- Title case
- Left-justified and centered on screen
- Absolutely no logos or graphic elements allowed

5. The compiled entry must begin with a five (5)-second slate indicating:

- Company Name
- Category: Production Excellence in Digital & Tech

6. Each work must begin with a five (5)-second context slate indicating:

- Campaign / Program Name
- Duration of campaign (e.g., 3 months)
- Total number of outputs produced
- Average turnaround time per asset (if applicable)
- Platforms where content was deployed

7. Entries must be submitted as aired / released and must be accompanied by client or agency certification.

MANAGEMENT OF BUSINESS (30%)

In no more than 300 words per criterion, entrants must describe how the company is managed as a sustainable, forward-looking production business:

1. Talent Management & Development

- Staff growth and team structure
- Retention rates or tenure indicators
- Training, mentorship, and professional development programs

2. Innovation & Investments

- Investments in production technology, equipment, or software
- Process improvements or systemization
- Creative or operational innovations that improved output or efficiency

3. Financial Standing & Governance

- Proof of financial performance (document signed by CFO)

- Confirmation of good standing and absence of derogatory records

4. Safety & Compliance

- Production safety protocols and compliance standards
- Safeguards that ensure safe, ethical, and professional production environments

REQUIRED SUBMISSIONS:

All write-up submissions must be inputted on the entry portal and should be within the required word count.

Should an entrant want to include an audited financial statement, PLEASE DO NOT UPLOAD it on the portal but email it directly to the AOY Secretariat - secretariat@4asphilippines.com.

All case film/video submission must be via an unlisted YouTube link and the URL must be embedded on the entry portal.

All entries in Filipino or local languages and dialects must be submitted with English translations.

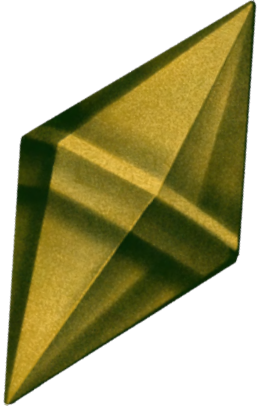
A Client Certification must be signed by a senior ranking officer of the company. You may submit a certification from the client or from an agency. If from a client, certification should be signed by an officer not lower than a Marketing Manager and may include any of the following: Marketing Manager, Group Brand Manager, Segment Head, Category Head, Marketing Director, Vice President or equivalent positions).

If from an agency, certification should be signed by an officer not lower than a Creative Director or Business Unit Director, and may include any of the following: Group Creative Director, Executive Creative Director, Chief Creative Officer, General Manager, Managing Director, Chief Operating Officer, or equivalent positions.

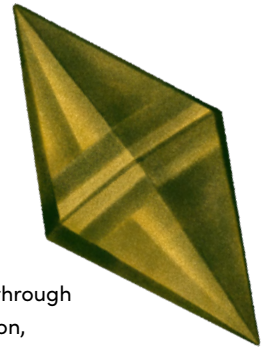
Certification of results / claims must include the implementation and / or placement dates to prove that it is within the required period to qualify.



**BRAND
EXPERIENCE
EXCELLENCE**



BRAND EXPERIENCE EXCELLENCE



These awards are given to the agency that delivered the best interactions between the brand and its consumers through physical or virtual experiences. These should have driven engagement in the areas of creativity and innovation, as well as in effectiveness in achieving brand objectives and business results.

Two (2) brand experience excellence category awards are given:
Brand Experience Excellence in Creativity and Innovation, and Brand Experience Excellence in Creativity and Effectiveness.

ELIGIBILITY

Agencies/Companies that are duly accredited members of 4As, DMAP, MSAP, ASAP, UPMG, OAAP, CPHG in good standing are eligible to join.

ELIGIBILITY

1. In cases where the submitted activation idea was derived from an existing concept provided by the client or an advertising agency, the entrant company must present a reference material of the mother campaign. This will indicate the company's role in executing the campaign concept through activation.

2. Entries to the Best in Creativity and Innovation and Creativity and Effectiveness may be the same.

CRITERIA

BRAND EXPERIENCE EXCELLENCE IN CREATIVITY AND INNOVATION

Recognizes creativity and innovative thinking in activation ideas and executions that drive physical or virtual consumer participation.

1. Strategy (30%):

Describe the challenge and brand objectives of the activation, and detail the strategic approach behind the idea.

2. Idea, Execution and Innovation (50%):

The creative idea that effectively addressed the challenge, the execution that brought it to life, and the breakthrough innovations that distinguish this activation from others.

3. Results (20%):

What the work was able to achieve against the brand objective

BRAND EXPERIENCE EXCELLENCE IN CREATIVITY AND EFFECTIVENESS

Recognizes excellence in bringing an idea to life through physical or virtual experiences that drive consumer participation and measurable business results.

1. Strategy (25%):

Describe the challenge and brand objectives of the activation, and detail the strategic approach behind the idea.

2. Idea and Execution (50%):

The creative solution that addressed the challenge and how it was brought to life

3. Results (25%):

What the work was able to achieve against the brand objective. Measurable business results must be cited.

HOW TO JOIN BRAND EXPERIENCE EXCELLENCE IN CREATIVITY AND INNOVATION

1. The agency is required to submit two (2) samples of its best work from 2025. The body of work should be for two (2) clients.

BRAND EXPERIENCE EXCELLENCE

2. Entries must have been mounted between January 1, 2025 and December 31, 2025. For campaigns implemented in Quarter 4 of 2025, campaign results up to Quarter 1 of 2026 will be accepted. Campaigns previously entered in the 27TH AOY cannot be re-entered.

3. Each submission must come with a write-up of no more than 150 words per criterion:

Strategy - Must include challenge and objective (30%)

Idea, Execution and Innovation - Must succinctly describe the creative idea that addressed the challenge, how the idea was brought to life, and the breakthrough innovation that makes this work stand out (50%)

Results that prove the effectiveness of the Brand Experience activation (20%)

4. Each submission must come with a case video that summarizes the activation idea, its execution, and results.

- All videos must not exceed three (3) minutes.
- Video submission should be via unlisted YouTube link.

HOW TO JOIN BRAND EXPERIENCE EXCELLENCE IN CREATIVITY AND EFFECTIVENESS

1. The agency is required to submit two (2) samples of its best work from 2025. The body of work should be for two (2) clients.

2. Entries must have been mounted between January 1, 2025, and December 31, 2025. For campaigns implemented in Quarter 4 of 2025, campaign results up to Quarter 1 of 2026 will be accepted. Campaigns previously entered in the 27TH AOY cannot be re-entered.

3. Each submission must come with a write-up of no more than 150 words per criterion:

Strategy - Must include challenge and objective (25%)

Idea and Execution - Must succinctly describe the creative idea that addressed the challenge and how the idea was brought to life. (50%)

Results that prove the effectiveness of the brand experience activation (25%)

- Each submission must come with a case video that summarizes the activation idea, its execution, and results.
- All videos must not exceed three (3) minutes.
- Video submission should be via unlisted YouTube link.

REQUIRED SUBMISSIONS

All write-up submissions must be inputted on the entry portal and should be within the required word count.

All case film/video submission must be via an unlisted YouTube link and the URL link must be embedded on the entry portal.

All entries in Filipino or local languages and dialects must be submitted with English translations.

A Client Certification must be signed by a senior ranking officer of the company (i.e. not lower than a Marketing Manager and can be any of the following: Marketing Manager, Group Brand Manager, Segment Head, Category Head, Marketing Director, Vice President or equivalent positions).

Certification of results / claims must include the implementation and / or placement dates to prove that it is within the required period to qualify.

For programs with no client involvement, any proof of certification signed by a high ranking official of the organization/agency involved is required.

Client certification template provided on page 6.



The
NEXTGEN
Awards



The **NEXTGEN AWARDS**

These awards recognize talents who have risen to take on greater challenges on their path to leadership.
They are individuals who seek to grow themselves, their teams, and their organizations.
They are today's leaders of tomorrow.

Nominees must meet the eligibility requirements specific to their category and must have held eligible titles or equivalent roles for at least one year by any date within the eligibility period.

ELIGIBILITY PERIOD

January 1, 2025 – December 31, 2025.

NEXTGEN CREATIVE

Must not be older than 35 years old.
Open to creatives who have held a Creative Director-level role or equivalent.

NEXTGEN ACCOUNT MANAGEMENT

Must not be older than 35 years old.
Open to Accounts who have held a Group Account Director-level role or equivalent, with direct responsibility for client accounts.

NEXTGEN STRATEGIST

Must not be older than 35 years old.
Open to strategists or planners who have held a Planning Director-level role or equivalent.

NEXTGEN MEDIA

Must not be older than 35 years old.
Open to media planners or media strategists who have held a Senior Media Planner or Senior Media Strategist-level role, or equivalent.

NEW: NEXTGEN DIRECTOR

Must not be older than 35 years old.
Open to commercial video directors, whether in-house or freelance, provided that:

- the nominee directed advertising work commissioned by a 4As agency, and
- the nominee served as the principal director of the submitted work.



THE NEXTGEN AWARDS

The **NEXTGEN CREATIVE**

HOW TO JOIN

1. NOMINATION

- Only agencies may submit nominations.
- Each agency may nominate up to two (2) individuals.

2. ELIGIBILITY (AT TIME OF SUBMISSION)

- The nominee must be a full-time employee of a 4As agency in good standing.
- The agency reserves the right to withdraw a submission should the nominee resign prior to judging. No refunds will be issued for withdrawn entries.
- If no withdrawal notice is submitted, the entry remains valid.

3. SUBMISSION REQUIREMENTS

Each individual entry must include the following:

A. CAREER BACKGROUND

(Maximum 150 words)

Provide a brief profile of the nominee, including:

- Career history
- Current role and responsibilities
- Day-to-day responsibilities
- Number of direct reports (if any)
- Brands handled

B. WORK PORTFOLIO

- Submit work from three (3) different campaigns completed within the eligibility period (January 1, 2025 – December 31, 2025).
- Campaigns must have been produced under standard paid contracts.
- Self-promotion and pro-bono work are not eligible, except when submitted under Industry Leadership or Community Service Contribution.

C. ACCEPTED FORMATS FOR CAMPAIGN SUBMISSION

Highlighted campaigns may be submitted in the following formats:

- URL to the specific campaign element
- Film / Cinema / Digital Content
 - Uploaded via an unlisted YouTube link
- Print
 - JPEG format, maximum file size of 10MB per file
- Campaign Case Videos
 - Uploaded via an unlisted YouTube link
- Events / Activations
 - Coverage video uploaded via an unlisted YouTube link
 - Maximum running time of three (3) minutes

D. ENTRY WRITE-UP

The write-up should reference the submitted Work Portfolio and address the following sections.

1. Contribution to Output (Maximum 200 words)

- What was the nominee's specific role in shaping, creating, or improving the work submitted?
- How did the nominee's contribution strengthen the quality or effectiveness of the final output?

2. Creative Judgment & Thinking (Maximum 200 words)

- What key creative decisions did the nominee make, and why were these important?
- How did the nominee's thinking help solve a problem or raise the standard of the work?

3. Agency Business Impact (Maximum 150 words)

THE NEXTGEN AWARDS : THE NEXTGEN CREATIVE

- How did the nominee's work contribute to the growth, retention, or strength of the agency's business?
- In what ways did the nominee create value beyond creative output (e.g., efficiency, trust, or new opportunities)?

4. Leadership & Collaboration (Maximum 150 words)

- How does the nominee demonstrate leadership in working with teams, clients, or partners?
- What examples show the nominee's ability to collaborate, influence, or take ownership?

5. INDUSTRY OR COMMUNITY CONTRIBUTION (Maximum 150 words)

- How has the nominee contributed to the industry or community beyond their core role?
- What impact did these contributions have?

E. CLIENT TESTIMONIALS / FEEDBACK

- Submit two (2) client testimonials or recommendation letters from two (2) different client partners.
- Client partners must represent different brands or accounts. Testimonials may come from the same business unit or division only in cases where the account is a megabrand.
- Testimonials should provide third-party validation of the nominee's:
 - creative judgment and contribution to effective solutions
 - role in strengthening the agency-client relationship (e.g., trust, retention, expanded scope of work)
 - ability to collaborate and build strong working partnerships.
- Each testimonial must not exceed 300 words.

The Awards Committee reserves the right to verify testimonials directly. Should there be any questions regarding the recommendations, the Panel Head and Research Committee Head will have the right to contact them directly.

4. CERTIFICATION REQUIREMENTS

To ensure validity and compliance, the following certifications are required:

A. Agency Certification

The entry write-up must be signed by the Agency CEO/Head and the Immediate Supervisor or Project Team Lead of the nominee.

B. A Client Certification is required to validate the results, claims, or outcomes cited in the write-up.

The certification must be signed by a senior-ranking officer of the client company. The certifying officer must not be lower than Marketing Manager, and may hold any of the following positions, or their equivalent:

Marketing Manager
Group Brand Manager
Segment Head
Category Head
Marketing Director
Vice President

A Client Certification template is provided in the Entry Kit.

C. Results and Timing Certification

Any claims, results, or outcomes cited in the entry must include implementation and/or placement dates to confirm that the work falls within the eligibility period.

THE NEXTGEN AWARDS : THE NEXTGEN CREATIVE

D. Non-Client Programs

For programs with no direct client involvement, certification must be signed by a senior-ranking official of the organization or agency involved.

5. ENTRY PORTAL SUBMISSION MANDATORIES

- All write-ups must be entered directly into the official entry portal and must comply with the prescribed word limits.
- All supporting documents (e.g., certifications, summaries, tables) must be uploaded separately under the designated fields in the entry portal.
- All case films or videos must be submitted via unlisted YouTube links, with the URL embedded in the entry portal.
- Entries submitted in Filipino or local languages must be accompanied by English translations.

CRITERIA FOR JUDGING

1. WORK PORTFOLIO (PROOF OF PERFORMANCE) – 30%

Judges will assess the strength and relevance of the nominee's body of work.

This includes:

- Quality and consistency of the creative output
- Relevance of the work to real client or business challenges
- Clear demonstration of the nominee's contribution to the work

2. CREATIVE JUDGMENT & THINKING – 25%

Judges will assess how the nominee thinks and makes creative decisions.

This includes:

- Quality of creative judgment and decision-making
- Ability to shape, improve, or elevate ideas and execution
- Thinking that raises the standard of the work or solves meaningful problems

3. AGENCY BUSINESS IMPACT – 20%

Judges will assess how the nominee's work and contribution strengthen the business of the agency.

This includes:

- Contribution to client retention, growth, or expanded scope of work
- Involvement in new business wins or organic growth
- (e.g., trust, efficiency, sustainability of relationships)

4. LEADERSHIP & COLLABORATION (INCLUDING PARTNERSHIP) – 20%

Judges will assess early indicators of leadership potential.

This includes:

- Ability to collaborate effectively across teams and disciplines
- Strength in building productive partnerships with clients and internal teams
- Ownership, accountability, influence, and readiness for increased responsibility

5. INDUSTRY & COMMUNITY CONTRIBUTION – 5%

- Industry involvement or mentorship
- Community or advocacy-related initiative



THE NEXTGEN AWARDS

The **NEXTGEN**

ACCOUNT MANAGEMENT



HOW TO JOIN

1. NOMINATION

- Only agencies may submit nominations.
- Each agency may nominate up to two (2) individuals.

2. ELIGIBILITY (AT TIME OF SUBMISSION)

- The nominee must be a full-time employee of a 4As agency in good standing.
- The nominee must not be older than 35 years old.
- The nominee must have held a Group Account Director-level role or equivalent, with direct responsibility for client accounts, for at least one (1) year by any date within the eligibility period.
- The agency reserves the right to withdraw a submission should the nominee resign prior to judging. No refunds will be issued for withdrawn entries.
- If no withdrawal notice is submitted, the entry remains valid.

3. SUBMISSION REQUIREMENTS

Each individual entry must include the following:

A. CAREER BACKGROUND

(Maximum 150 words)

Provide a brief profile of the nominee, including:

- Current role and responsibilities
- Day-to-day account responsibilities
- Number of direct reports (if any)
- Brands or key accounts handled

B. ACCOUNT PORTFOLIO (CAMPAIGN EVIDENCE)

- Submit three (3) campaigns or major client engagements handled within the eligibility period (January 1, 2025 – December 31, 2025). Campaigns submitted will serve as

evidence of account leadership and business stewardship and will not be evaluated for creative craft.

- For each campaign submitted, clearly indicate:
 - The business or client objectives addressed
 - How the nominee led, steered, or influenced the engagement, particularly in navigating challenges or complex situations
 - The nominee's contribution to client relationship strength and/or retention, business growth, account growth, scope expansion, or operational improvement
- Campaigns must have been executed under standard paid contracts.
- Self-promotion and pro-bono work are not eligible, except when submitted under Industry Leadership or Community Service Contribution.

C. ACCEPTED FORMATS FOR CAMPAIGN SUBMISSION

Highlighted campaigns may be submitted in the following formats:

- URL to the specific campaign element
- Film / Cinema / Digital Content
 - Uploaded via an unlisted YouTube link
- Print
 - JPEG format, maximum file size of 10MB per file
- Campaign Case Videos
 - Uploaded via an unlisted YouTube link
- Events / Activations
 - Coverage video uploaded via an unlisted YouTube link
 - Maximum running time of three (3) minutes

D. ENTRY WRITE-UP

The write-up must reference the submitted Account Portfolio and address the following sections. All examples cited must

THE NEXTGEN AWARDS : THE NEXTGEN ACCOUNT MANAGEMENT

relate to client or internal work delivered within the eligibility period.

1. Client & Account Impact (Maximum 200 words)

What was the nominee's specific role in managing, strengthening, or growing the accounts submitted? How did the nominee contribute to client satisfaction, trust, retention, or expanded scope of work?

2. Strategic & Business Judgment (Maximum 200 words)

What key strategic or commercial decisions did the nominee make, and why were these important? How did the nominee balance client objectives, agency capabilities, and commercial realities?

3. Agency Business Impact (Maximum 150 words)

How did the nominee's work contribute to the growth, stability, or performance of the agency's business? In what ways did the nominee create commercial value beyond routine account servicing?

4. Leadership & Collaboration (Maximum 150 words)

How does the nominee demonstrate leadership in working with internal teams and clients?

What examples show ownership, accountability, influence, or readiness for increased responsibility?

5. Industry or Community Contribution (Maximum 150 words)

How has the nominee contributed to the industry or community beyond their core role? What impact did these contributions have?

E. CLIENT TESTIMONIALS / FEEDBACK

- Submit two (2) client testimonials or recommendation letters from two (2) different client partners.

Client partners must represent different brands or accounts.

Testimonials may come from the same business unit or division only in cases where the account is a megabrand.

- Testimonials should provide third-party validation of the nominee's:

- strategic and business judgment
- contribution to client success and business outcomes

- role in strengthening the agency–client relationship
- ability to collaborate and build strong working partnerships
- Each testimonial must not exceed 300 words.

The Awards Committee reserves the right to verify testimonials directly. Should there be any questions regarding the recommendations, the Panel Head and Research Committee Head will have the right to contact them directly.

4. CERTIFICATION REQUIREMENTS

To ensure validity and compliance, the following certifications are required:

A. Agency Certification

The entry write-up must be signed by the Agency CEO/Head and the Immediate Supervisor or Project Team Lead of the nominee.

B. Client Certification (For Results Validation)

A Client Certification is required to validate the results, claims, or outcomes cited in the write-up.

The certification must be signed by a senior-ranking officer of the client company. The certifying officer must not be lower than Marketing Manager, and may hold any of the following positions, or their equivalent:

Marketing Manager
Group Brand Manager
Segment Head
Category Head
Marketing Director
Vice President

A Client Certification template is provided in the Entry Kit.

C. Results and Timing Certification

Any claims, results, or outcomes cited in the entry must include implementation and/or placement dates to confirm that the work falls within the eligibility period.

THE NEXTGEN AWARDS : THE NEXTGEN ACCOUNT MANAGEMENT

D. Non-Client Programs

For programs with no direct client involvement, certification must be signed by a senior-ranking official of the organization or agency involved.

5. ENTRY PORTAL SUBMISSION MANDATORIES

- All write-ups must be entered directly into the official entry portal and must comply with the prescribed word limits.
- All supporting documents (e.g., certifications, summaries, tables) must be uploaded separately under the designated fields in the entry portal.
- All case films or videos must be submitted via unlisted YouTube links, with the URL embedded in the entry portal.
- Entries submitted in Filipino or local languages must be accompanied by English translations.

CRITERIA FOR JUDGING

Entries are evaluated based on the nominee's effectiveness in managing client relationships, exercising business judgment, contributing to agency growth, and demonstrating leadership potential.

Campaigns submitted under the Account Portfolio serve as supporting evidence of the nominee's account stewardship and business contribution. Creative craft will not be evaluated in this category.

1. ACCOUNT LEADERSHIP, CLIENT AND BUSINESS IMPACT – 40%

- Ownership and accountability in handling accounts
- Contribution to client satisfaction, trust, and long-term partnership
- Evidence of account stability, growth, retention, or improved account health
- Contribution to expanded scope of work, organic growth, or new business opportunities
- Commercial value created for both the client relationship and the agency

2. STRATEGIC & BUSINESS JUDGMENT – 30%

- Quality of account planning and decision-making
- Ability to balance client objectives and agency commercial realities
- Judgment demonstrated in scope management, negotiations, or issue resolution

3. LEADERSHIP & COLLABORATION (INCLUDING PARTNERSHIP) – 25%

- Ability to collaborate effectively across teams and disciplines
- Strength in building productive partnerships with clients
- Ownership, accountability, influence, and readiness for increased responsibility

4. INDUSTRY & COMMUNITY CONTRIBUTION – 5%

- Industry involvement or mentorship
- Community or advocacy-related initiatives



THE NEXTGEN AWARDS

The **NEXTGEN STRATEGIST**

HOW TO JOIN

1. NOMINATION

- Only agencies may submit nominations.
- Each agency may nominate up to two (2) individuals.

2. ELIGIBILITY (AT TIME OF SUBMISSION)

- The nominee must be a full-time employee of a 4As agency in good standing.
- The nominee must not be older than 35 years old.
- The nominee must have held a Planning Director-level role or equivalent for at least one (1) year by any date within the eligibility period.
- The agency reserves the right to withdraw a submission should the nominee resign prior to judging. No refunds will be issued for withdrawn entries.
- If no withdrawal notice is submitted, the entry remains valid.

3. SUBMISSION REQUIREMENTS

Each individual entry must include the following:

A. CAREER BACKGROUND (Maximum 150 words)

Provide a brief profile of the nominee, including:

- Career history
- Current role and responsibilities
- Day-to-day planning responsibilities
- Number of direct reports (if any)
- Key brands or categories handled

B. STRATEGIC PORTFOLIO (CAMPAIGN EVIDENCE)

- Submit three (3) campaigns or major strategic engagements handled within the eligibility period (January 1, 2025 – December 31, 2025). Campaigns submitted will serve as

evidence of strategic leadership and thinking.

- For each campaign submitted, clearly indicate:
 - The client's business or marketing challenge
 - The strategic problem defined or reframed by the nominee
 - How the nominee led, shaped, or influenced the strategic direction
 - The impact of the strategy on the work, client decisions, or business outcomes
- Campaigns must have been executed under standard paid contracts.
- Self-promotion and pro-bono work are not eligible, except when submitted under Industry Leadership or Community Service Contribution.

C. ACCEPTED FORMATS FOR CAMPAIGN SUBMISSION

Highlighted campaigns may be submitted in the following formats:

- URL to the specific campaign element
- Film / Cinema / Digital Content – Uploaded via an unlisted YouTube link
- Print – JPEG format, maximum file size of 10MB per file
- Campaign Case Videos – Uploaded via an unlisted YouTube link
- Events / Activations – Coverage video uploaded via an unlisted YouTube link (maximum running time of three (3) minutes)

D. ENTRY WRITE-UP

The write-up must reference the submitted Strategic Portfolio and address the following sections.

All examples cited must relate to client or internal work delivered within the eligibility period.

THE NEXTGEN AWARDS : THE NEXTGEN STRATEGIST

1. Strategic Impact (Maximum 200 words)

What was the nominee's specific role in defining or shaping the strategy?

How did the nominee's strategic thinking influence the direction or quality of the work?

2. Strategic Judgment & Insight Development

(Maximum 200 words)

What key insights or frameworks did the nominee develop? How did the nominee navigate ambiguity, complexity, or competing viewpoints to arrive at a clear strategic direction?

3. Agency Business Impact (Maximum 150 words)

How did the nominee's strategy contribute to agency growth, retention, or new business success? In what ways did the nominee create value beyond the immediate campaign?

4. Leadership & Collaboration (Maximum 150 words)

How does the nominee demonstrate leadership in working with creative, accounts, media, or clients? What examples show influence, ownership, and the ability to align diverse stakeholders?

5. Industry or Community Contribution (Maximum 150 words)

How has the nominee contributed to the industry or community beyond their core strategic role? What impact did these contributions have?

E. CLIENT TESTIMONIALS / FEEDBACK

- Submit two (2) client testimonials or recommendation letters from two (2) different client partners.

Client partners must represent different brands or accounts.

Testimonials may come from the same business unit or division only in cases where the account is a megabrand.

- Testimonials should provide third-party validation of the nominee's:
 - Strategic thinking and business judgment
 - Contribution to client decision-making and business results
 - Role in strengthening the agency-client relationship
 - Ability to collaborate and align cross-functional teams

- Each testimonial must not exceed 300 words.

The Awards Committee reserves the right to verify testimonials directly. Should there be any questions regarding the recommendations, the Panel Head and Research Committee Head will have the right to contact them directly.

4. CERTIFICATION REQUIREMENTS

To ensure validity and compliance, the following certifications are required:

A. Agency Certification

The entry write-up must be signed by the Agency CEO/Head and the Immediate Supervisor or Project Team Lead of the nominee.

B. Client Certification (For Results Validation)

A Client Certification is required to validate the results, claims, or outcomes cited in the write-up.

The certification must be signed by a senior-ranking officer of the client company. The certifying officer must not be lower than Marketing Manager, and may hold any of the following positions, or their equivalent:

Marketing Manager

Group Brand Manager

Segment Head

Category Head

Marketing Director

Vice President

A Client Certification template is provided in the Entry Kit.

C. Results and Timing Certification

Any claims, results, or outcomes cited in the entry must include implementation and/or placement dates to confirm that the work falls within the eligibility period.

D. Non-Client Programs

For programs with no direct client involvement, certification must be signed by a senior-ranking official of the organization or agency involved.

THE NEXTGEN AWARDS : THE NEXTGEN STRATEGIST

5. ENTRY PORTAL SUBMISSION MANDATORIES

- All write-ups must be entered directly into the official entry portal and must comply with the prescribed word limits.
- All supporting documents (e.g., certifications, summaries, tables) must be uploaded separately under the designated fields in the entry portal.
- All case films or videos must be submitted via unlisted YouTube links, with the URL embedded in the entry portal.
- Entries submitted in Filipino or local languages must be accompanied by English translations.

CRITERIA FOR JUDGING

Entries are evaluated based on the nominee's ability to define, lead, and influence strategic direction, contribute to agency growth, and demonstrate leadership potential.

Campaigns submitted under the Strategic Portfolio serve as supporting evidence of strategic leadership. Creative craft will not be evaluated in this category.

1. STRATEGIC LEADERSHIP & IMPACT – 30%

- Clarity and strength of strategic thinking
- Influence on campaign direction or client decisions
- Evidence of strategic contribution to outcomes

2. INSIGHT & STRATEGIC JUDGMENT – 25%

- Quality of insight development
- Ability to navigate complexity and ambiguity
- Strength of reasoning and frameworks applied

3. AGENCY BUSINESS IMPACT – 20%

- Contribution to retention, growth, or new business
- Strategic value created for the agency

4. LEADERSHIP & COLLABORATION – 20%

- Ability to align teams and stakeholders
- Influence across disciplines
- Readiness for greater leadership responsibility

5. INDUSTRY & COMMUNITY CONTRIBUTION – 5%

- Industry involvement or mentorship
- Community or advocacy-related initiatives

THE NEXTGEN AWARDS

The **NEXTGEN MEDIA**

HOW TO JOIN

1. NOMINATION

- Only agencies may submit nominations.
- Each agency may nominate up to two (2) individuals.

2. ELIGIBILITY (AT TIME OF SUBMISSION)

- The nominee must be a full-time employee of a 4As agency in good standing.
- The nominee must not be older than 35 years old.
- The nominee must have held a Senior Media Planner–level, Senior Media Strategist–level role, or equivalent, for at least one (1) year by any date within the eligibility period.
- The agency reserves the right to withdraw a submission should the nominee resign prior to judging. No refunds will be issued for withdrawn entries.
- If no withdrawal notice is submitted, the entry remains valid.

3. SUBMISSION REQUIREMENTS

Each individual entry must include the following:

A. CAREER BACKGROUND

(Maximum 150 words)

Provide a brief profile of the nominee, including:

- Career history
- Current role and responsibilities
- Day-to-day media planning or buying responsibilities
- Number of direct reports (if any)
- Key brands or categories handled

B. MEDIA PORTFOLIO (CAMPAIGN EVIDENCE)

- Submit three (3) campaigns or major media engagements handled within the eligibility period (January 1, 2025 –

December 31, 2025). Campaigns submitted will serve as evidence of media strategy, planning leadership, and business stewardship.

- For each campaign submitted, clearly indicate:
 - The client’s business or marketing objectives
 - The media challenge or constraint addressed
 - How the nominee led, shaped, or influenced the media strategy or planning approach
 - The impact of media decisions on performance, efficiency, reach, or business outcomes
- Campaigns must have been executed under standard paid contracts.
- Self-promotion and pro-bono work are not eligible, except when submitted under Industry Leadership or Community Service Contribution.

C. ACCEPTED FORMATS FOR CAMPAIGN SUBMISSION

Highlighted campaigns may be submitted in the following formats:

- URL to the specific campaign element
- Media flowcharts or strategy summaries (PDF)
- Case Videos – Uploaded via an unlisted YouTube link
- Performance summaries or reports (PDF format)

D. ENTRY WRITE-UP

The write-up must reference the submitted Media Portfolio and address the following sections.

All examples cited must relate to client or internal work delivered within the eligibility period.

1. Media Strategy & Planning Impact (Maximum 200 words)

What was the nominee’s specific role in shaping the media strategy or plan?

THE NEXTGEN AWARDS : THE NEXTGEN MEDIA

How did the nominee's decisions influence performance, efficiency, or effectiveness?

2. Media Judgment & Optimization (Maximum 200 words)

What key media decisions did the nominee make (e.g., channel mix, budget allocation, targeting, optimization approach)?

How did the nominee navigate trade-offs, constraints, or performance challenges?

3. Agency Business Impact (Maximum 150 words)

How did the nominee's media leadership contribute to client retention, growth, or agency revenue? In what ways did the nominee create commercial or operational value for the agency?

4. Leadership & Collaboration (Maximum 150 words)

How does the nominee demonstrate leadership in working with creative, strategy, accounts, media partners, or clients?

What examples show ownership, influence, and accountability?

5. Industry or Community Contribution

(Maximum 150 words)

How has the nominee contributed to the media industry or broader community beyond their core role? What impact did these contributions have?

E. CLIENT TESTIMONIALS / FEEDBACK

- Submit two (2) client testimonials or recommendation letters from two (2) different client partners.

Client partners must represent different brands or accounts. Testimonials may come from the same business unit or division only in cases where the account is a megabrand.

- Testimonials should provide third-party validation of the nominee's:
 - Media strategy and planning judgment
 - Contribution to campaign performance and business outcomes
 - Role in strengthening the agency-client relationship
 - Ability to collaborate and build strong working partnerships

- Each testimonial must not exceed 300 words.

The Awards Committee reserves the right to verify testimonials directly. Should there be any questions regarding the recommendations, the Panel Head and Research Committee Head will have the right to contact them directly.

4. CERTIFICATION REQUIREMENTS

To ensure validity and compliance, the following certifications are required:

A. Agency Certification

The entry write-up must be signed by the Agency CEO/Head and the Immediate Supervisor or Project Team Lead of the nominee.

B. Client Certification (For Results Validation)

A Client Certification is required to validate the results, claims, or outcomes cited in the write-up.

The certification must be signed by a senior-ranking officer of the client company. The certifying officer must not be lower than Marketing Manager, and may hold any of the following positions, or their equivalent:

Marketing Manager

Group Brand Manager

Segment Head

Category Head

Marketing Director

Vice President

A Client Certification template is provided in the Entry Kit.

C. Results and Timing Certification

Any claims, results, or outcomes cited in the entry must include implementation and/or placement dates to confirm that the work falls within the eligibility period.

D. Non-Client Programs

For programs with no direct client involvement, certification must be signed by a senior-ranking official of the organization or agency involved.

THE NEXTGEN AWARDS : THE NEXTGEN MEDIA

5. ENTRY PORTAL SUBMISSION MANDATORIES

- All write-ups must be entered directly into the official entry portal and must comply with the prescribed word limits.
- All supporting documents (e.g., certifications, summaries, tables) must be uploaded separately under the designated fields in the entry portal.
- All case films or videos must be submitted via unlisted YouTube links, with the URL embedded in the entry portal.
- Entries submitted in Filipino or local languages must be accompanied by English translations.

CRITERIA FOR JUDGING

Entries are evaluated based on the nominee's ability to shape effective media strategy, exercise sound planning judgment, contribute to agency growth, and demonstrate leadership potential.

Campaigns submitted under the Media Portfolio serve as supporting evidence of media leadership. Creative craft will not be evaluated in this category.

1. MEDIA STRATEGY & PLANNING IMPACT – 30%

- Strength and clarity of media thinking
- Effectiveness of channel selection and planning approach
- Demonstrated impact on performance or reach

2. MEDIA JUDGMENT & OPTIMIZATION – 25%

- Quality of planning and allocation decisions
- Ability to respond to performance data and constraints
- Sound decision-making under complexity

3. AGENCY BUSINESS IMPACT – 20%

- Contribution to retention, growth, or new business
- Commercial value created for the agency

4. LEADERSHIP & COLLABORATION – 20%

- Cross-functional collaboration
- Influence across teams and partners
- Readiness for greater responsibility

5. INDUSTRY & COMMUNITY CONTRIBUTION – 5%

- Industry involvement or mentorship
- Community or advocacy-related initiatives

THE NEXTGEN AWARDS

The **NEXTGEN DIRECTOR**

HOW TO JOIN

1. NOMINATIONS

Entries may be submitted under either of the following nomination types:

- Production House Nomination - An eligible director may be nominated by a production house in good standing.
- Director Self-Nomination - An eligible director may submit his or her own entry directly, provided that the submission includes the required production house certification and agency confirmation.

2. ELIGIBILITY (AT TIME OF SUBMISSION)

- The nominee must not be older than 35 years old.
- The nominee may be freelance or in-house.
- The nominee must have directed advertising work commissioned by a 4As agency during the eligibility period.
- The nominee must have served as the principal director of the submitted work.
- The production house reserves the right to withdraw a submission should the nominee be unavailable prior to judging.
- Self-nominated entries may be withdrawn only by the director.
- No refunds will be issued for withdrawn entries.

3. SUBMISSION REQUIREMENTS

Each individual entry must include the following:

A. CAREER BACKGROUND (Maximum 150 words)

Provide a brief profile of the nominee, including:

- Career history
- Directing experience and specialization
- Notable brands or campaigns directed
- Current affiliation (if any)

B. DIRECTING PORTFOLIO (CAMPAIGN EVIDENCE)

- Submit three (3) commercials or advertising films directed within the eligibility period (January 1, 2025 – December 31, 2025).

Submitted work will serve as evidence of directing craft and on-set creative leadership.

- For each commercial submitted, clearly indicate:
 - The client's communication or campaign objective
 - The nominee's creative interpretation of the brief
 - How the nominee led the production process, particularly in navigating creative, budgetary, or logistical challenges
 - The contribution of the nominee's direction to the final execution and overall impact
- Work must have been commissioned under standard paid contracts.
- Self-initiated films or spec work are not eligible.

C. ACCEPTED FORMATS FOR CAMPAIGN SUBMISSION

Highlighted work may be submitted in the following formats:

- Film / Cinema / Digital Content – Uploaded via an unlisted YouTube link
- Case Video (if available) – Uploaded via an unlisted YouTube link
- Supporting production stills (JPEG format, maximum 10MB per file)

D. ENTRY WRITE-UP

The write-up must reference the submitted Directing Portfolio and address the following sections.

All examples cited must relate to work executed within the eligibility period.

THE NEXTGEN AWARDS : THE NEXTGEN DIRECTOR

1. Directing Craft & Creative Interpretation

(Maximum 200 words)

How did the nominee interpret and elevate the creative brief? What distinguishes the nominee's directing style, craft, or execution?

2. On-Set Leadership & Problem-Solving (Maximum 200 words)

How did the nominee lead the production team? What challenges were encountered, and how were they navigated or resolved?

3. Contribution to Creative Impact (Maximum 150 words)

How did the nominee's direction strengthen the final output? In what ways did the nominee's creative leadership influence the success of the work?

4. Collaboration & Partnership (Maximum 150 words)

How did the nominee collaborate with agency creatives, producers, and clients?

What examples demonstrate influence, professionalism, and partnership?

E. AGENCY TESTIMONIALS / FEEDBACK

- Submit two (2) testimonials from agency creative leads at the Creative Director level or higher, or from producers who collaborated with the nominee.

- Testimonials must come from two (2) different campaigns or agency teams.

Testimonials should validate the nominee's:

- Directing craft and creative interpretation
- Leadership during production
- Ability to collaborate effectively with agency and client teams

- Each testimonial must not exceed 300 words.

The Awards Committee reserves the right to verify testimonials directly.

4. CERTIFICATION REQUIREMENTS

A. Production House Certification

The entry write-up must be signed by the Head of the Production House or Executive Producer.

B. Agency Confirmation

A brief confirmation from the commissioning agency must validate that:

- The nominee served as principal director
- The work was executed within the eligibility period

5. ENTRY PORTAL SUBMISSION MANDATORIES

- All write-ups must be entered directly into the official entry portal and must comply with the prescribed word limits.
- All supporting documents (e.g., certifications, summaries, tables) must be uploaded separately under the designated fields in the entry portal.
- All case films or videos must be submitted via an unlisted YouTube links, with the URL embedded in the entry portal.
- Entries submitted in Filipino or local languages must be accompanied by English translations.

CRITERIA FOR JUDGING

Entries are evaluated based on the nominee's directing craft, creative interpretation, leadership during production, and collaborative influence.

1. DIRECTING CRAFT & CREATIVE EXECUTION – 35%

- Strength of visual storytelling
- Quality of execution and aesthetic control
- Ability to elevate the creative idea

2. ON-SET LEADERSHIP & PROBLEM-SOLVING – 25%

- Leadership of cast and crew
- Decision-making under pressure
- Creative problem-solving

3. CREATIVE IMPACT & CONTRIBUTION – 25%

- Contribution of direction to the success of the work
- Influence on overall campaign impact

4. COLLABORATION & PROFESSIONAL PARTNERSHIP – 15%

- Ability to work effectively with agencies and clients
- Communication and collaborative strength



4A's
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THE 28th AGENCY of the YEAR AWARDS

THE AWARD THAT MATTERS