



26TH ANNUAL AGENCY OF THE YEAR

T H E
A W A R D
T H A T
M A T T E R S

Call for Entries

EARLY BIRD DEADLINE: JUNE 17, 2024
FINAL DEADLINE: JUNE 28, 2024

For competition rules and regulations, visit aoy.com.ph

Categories & 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

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

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

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



General Rules

**DEADLINE FOR SUBMISSION OF ENTRIES: JUNE 28, 2024.
STRICTLY NO PAYMENT, NO ENTRY, NO REFUND POLICY.**

THIS APPLIES TO ALL CATEGORIES.

Entries must be compliant to rules and all requirements in order to qualify.

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.

In case there is only one entry for a category, no winner will be declared.
The Agency's entry fee will be refunded.

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. **If proven, agency/entrant will be DISQUALIFIED from joining the AOY competition for two (2) years which takes effect immediately.**

In addition:

Entrants are required to provide a publishable executive summary or synopsis (maximum of 150 words) of each category entry. **Please ensure information provided is not confidential.**

Entrants are required to submit a publishable 30-sec highlights video of their category entry for the Awards Night or in digital platforms. **Please do not include confidential information.**

The specifications are as follows:

- Agency/company logo as title card on first frame
- 16 x 9 widescreen
- MP4
- NTSC 720 x 486 at 29.97 fps, minimum 8mbps or 1080p/720p
- 23.976fps, minimum 16 mbps.

If a 30-sec video does not apply to the entry category, entrants must send in JPEG images that best represent their entry. Only a maximum of three high-resolution images per work/entry.

- 1920 x 1080
- 300 dpi
- JPEG, RGB



Client Certification Template

This is to certify that (ENTRY) is authorized for entry to the 26th AGENCY OF THE YEAR AWARDS, with details as follows:

CLIENT:

BRAND:

TITLE:

PLATFORM:

DATE OF IMPLEMENTATION:

1. This is to confirm that the said entry was aired/published/posted within the competition period on the aforementioned date.
2. This further confirms the accuracy of the following claims/campaign performance:

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

(ENUMERATE CLAIMS / CAMPAIGN PERFORMANCE)

Thank you.

SIGNATURE OVER PRINTED NAME
OF AUTHORIZED SIGNATORY

DESIGNATION

COMPANY

DATE

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 forged excellence in the following areas: Creative, Market Performance, Industry Leadership & Community Service, and Management of Business.

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 including Digital Excellence (Creative & Effectiveness category) and 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 Community Service and Industry Leadership

NETWORK AGENCY OF THE YEAR

Best *in* Creative

Creativity forges the quality of advertising work.
It ignites engagement and sparks conversations to move consumers to action.
This award recognizes an agency's outstanding body of work based on the quality of
ideas and execution across various media and brands.

ELIGIBILITY

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

HOW TO JOIN

The agency picks six (6) of its best work from 2023:

1. The agency must submit entries from at least three (3) different media --- TV/Cinema, Radio, Print, POS/Collaterals, Outdoor, Mobile, 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 anytime within January 1 to December 31, 2023. 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 an ad be questioned on this point, the entrant-agency must present a document ascertaining payment of the ad.
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.

NETWORK AGENCY OF THE YEAR: BEST IN CREATIVE

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 client is required. CSR ads entered in the Best in Creative category cannot be entered in the Best in Community Service Category.
11. TV/Cinema, Online Video commercials must be submitted in mp4 format (less than 150MB per file) and Radio ads in mp3 format (less than 10MB per file). Put the title and date of first airing on a separate frame preceding the material. TV/ Cinema/ Online Video entries that require English translations must be submitted. Radio 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). Should it be requested, entrant ad agency must submit tearsheets.
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 Mobile 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 URL link is no longer active, client certification of actual implementation and/or placement is required.
15. Activation entries must be submitted as a case video or a digital presentation board, with video length not exceeding three (3) minutes.
16. 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.
17. TV/Cinema, 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

- 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 3**.
- **Additional requirements:**
 - A publishable synopsis of the entry in no more than 150 words.
 - A 30-second publishable highlights reel of the entry. This is for showing at the Awards Night or on digital platforms.

**See General Rules for specifications.
Reminder: Do not include confidential or sensitive information in the synopsis or video.**



NETWORK AGENCY OF THE YEAR

Best *in* Management *of* Business

Excellent business management is essential to an agency's success.

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

4A's 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 constantly improving the agency's services, thus assuring the delivery of quality work to its clients and building a future-ready agency.

2. Fiscal Management (40%)

For outstanding management of corporate resources resulting in impressive growth and achievement of the profitability goals of the organization.

3. People Development & Management (30%)

For excellence in development and management of its people to improve and assure long term productivity as well as professional and personal development.

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. Attachments 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).

NETWORK 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.

	2021	2022	2023
REVENUE			
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.

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 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).

REQUIRED SUBMISSIONS

- All write-up submissions must be accompanied by a separate word file with a computer-generated word count.
- For programs with no client involvement, any proof of certification signed by a high ranking official of the organization/agency involved is required.

• **Additional requirements:**

- A publishable synopsis of the entry in no more than 150 words.
- A 30-second publishable highlights reel of the entry. This is for showing at the Awards Night or on digital platforms.

See General Rules for specifications.

Reminder: Do not include confidential or sensitive information in the synopsis or video.



NETWORK AGENCY OF THE YEAR

Best *in* Market Performance

This award recognizes the agency that has molded an exceptional marketing and strategic campaigns that greatly impacted the selling success of the product or service being advertised.

ELIGIBILITY

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

CRITERIA

1. Quality of Strategic Thinking (40%)

- Quality of market insight, and specificity and ambitiousness of objectives vs. market background.
- Quality of consumer insight and communications strategy.

2. Quality of Creative Thinking (20%)

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, 2023 and December 31, 2023 for both cases.
- For campaigns implemented in Quarter 4 of 2023, campaign results up to Quarter 1 of 2024 will be accepted. Campaigns that have been entered in the 25th 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 establish a direct correlation with the objectives and the challenges presented.
- Please provide a clear time frame for the data.
- Please provide references and sources to substantiate and support your results.
- Where appropriate, use any or a combination of the metrics below.
 - 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, in doc or pdf format (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 in mp3 (less than 10MB per file), video in mp4 (less than 150MB per file).
- 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, in mp4 file (less than 150MB per file).
- Submit client certification to support accuracy of submission.
- Submit certification of campaign results from the research agency of the official source of data. A certification from the client research head is also acceptable.

REQUIRED SUBMISSIONS

- All write-up submissions must be accompanied by a separate word file with a computer-generated word count.
- 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 3**.
- **Additional requirements:**
 - A publishable synopsis of the entry in no more than 150 words. (Mentioning the 2 case submissions).
 - A 30-second publishable highlights reel of the entry. This is for showing at the Awards Night or on digital platforms.

See General Rules for specifications.

Reminder: Do not include confidential or sensitive information in the synopsis or video.



NETWORK AGENCY OF THE YEAR

Best *in* Industry Leadership *and* Community Service

For an agency to rise in the industry, it must also blaze the trail for the betterment of advertising. 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.

ELIGIBILITY

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

HOW TO JOIN

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, 2023. If the activity or program was initiated in Quarter 4 of 2023, results up to Quarter 1 of 2024 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 (maximum of 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 not exceeding 150MB in size and three (3) minutes in length.
 6. Entries can include advertising materials if applicable:
 - FILM/VIDEO in mp4 format (less than 150MB per file); include the following information: agency name, project name, ad title, length, and first airing date.
 - RADIO in mp3 format (less than 10MB per file); 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 & COMMUNITY SERVICE

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, 2023. If the activity or program was initiated in Quarter 4 of 2023, results up to Quarter 1 of 2024 will be accepted.
2. Write a 200-word description for each 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 not exceeding 150mb in size and three (3) minutes in length.
6. Entries can include advertising materials if applicable:
 - FILM/VIDEO in mp4 format (less than 150MB per file); include the following information: agency name, project name, ad title, length, and first airing date.
 - RADIO in mp3 format (less than 10MB per file); 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.

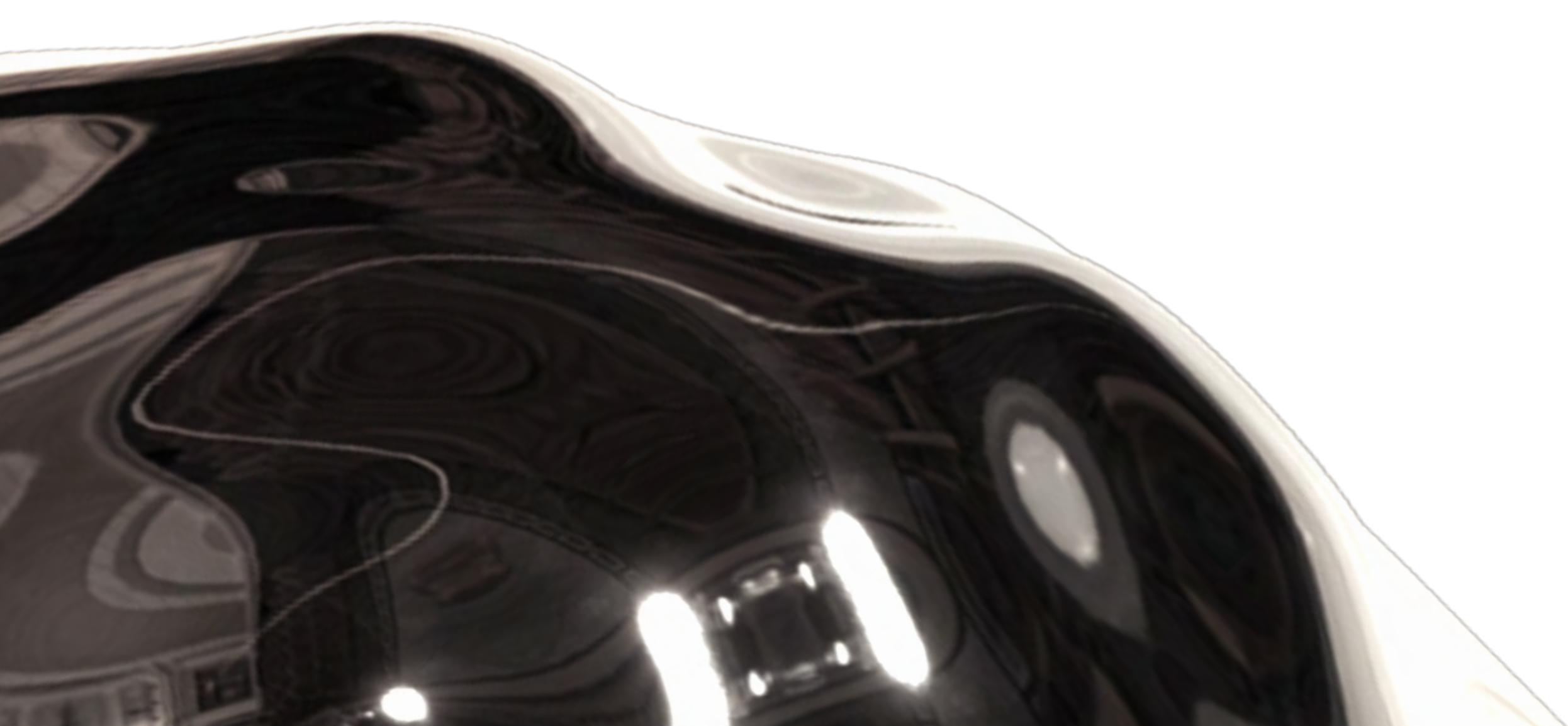
ENTRIES IN BEST IN INDUSTRY LEADERSHIP & COMMUNITY SERVICE MUST NOT BE ENTERED IN BEST IN CREATIVE.

REQUIRED SUBMISSIONS

- All write-up submissions must be accompanied by a separate word file with a computer-generated word count.
- 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 3**.
- **Additional requirements:**
 - A publishable synopsis of the entry in no more than 150 words.
 - A video (maximum 30-sec) to capture highlights/ programs/images included in the entry, for showing at the Awards Night or digital platforms.
 - Instead of a video, hi-res jpeg images (maximum of 3) may be accepted.

See General Rules for specifications.

Reminder: Do not include confidential or sensitive information in the synopsis or video.



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 a 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 4As in good standing are eligible to join.

CRITERIA

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

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

1. 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.
2. Judging rules for each category will be followed, except for the number of entries/cases for Creative and Market Performance.
3. 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

Creativity forges the quality of advertising work.

It ignites engagement and sparks conversations to move consumers to action.

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

ELIGIBILITY

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

HOW TO JOIN

The agency picks three (3) of its best work from 2023:

1. The agency must submit entries from at least three (3) different media – TV/ Cinema, Radio, Print, POS Collaterals, Outdoor, Mobile, Digital, and Activation. The submission should cover at least two (2) brands.
2. All entries should have been first implemented anytime within January 1, 2023 to December 31, 2023. 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 certifications 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 an ad be questioned on this point, the entrant-agency must present a document ascertaining payment of the ad.
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 client is required. CSR ads entered in the Best in Creative category cannot be entered in the Best in Community Service Category.

INDEPENDENT AGENCY OF THE YEAR: BEST IN CREATIVE

11. TV/ Cinema, Online Video commercials must be submitted in mp4 format (less than 150MB per file) and Radio ads in mp3 format (less than 10MB per file). Put the title and date of first airing on a separate frame preceding the material. TV/Cinema/Online Video entries that require English translations must be submitted. Radio 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). Should it be requested, entrant ad agency must submit tearsheets.
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 Mobile 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 URL link is no longer active, client certification of actual implementation and/or placement is required.
15. Activation entries must be submitted as a case video or a digital presentation board, with video length not exceeding three (3) minutes.
16. 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.
17. TV/Cinema, 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

- 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 3**.
- **Additional requirements:**
 - A publishable synopsis of the entry in no more than 150 words.
 - A 30-second publishable highlights reel of the entry. This is for showing at the Awards Night or on digital platforms.

See General Rules for specifications.

Reminder: Do not include confidential or sensitive information in the synopsis or video.



INDEPENDENT AGENCY OF THE YEAR

Best *in* Management *of* Business

Excellent business management is essential to an agency's success.

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

4A's 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 constantly improving the agency's services, thus assuring the delivery of quality work to its clients and building a future-ready agency.

2. Fiscal Management (40%)

For outstanding management of corporate resources resulting in impressive growth and achievement of the profitability goals of the organization.

3. People Development & Management (30%)

For excellence in development and management of its people to improve and assure long term productivity as well as professional and personal development.

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. Attachments 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.

	2021	2022	2023
REVENUE			
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)

REQUIRED SUBMISSIONS

- All write-up submissions must be accompanied by a separate word file with a computer-generated word count.
- For programs with no client involvement, any proof of certification signed by a high ranking official of the organization/agency involved is required.

• Additional requirements:

- A publishable synopsis of the entry in no more than 150 words.
- A video (maximum 30-sec) to capture highlights/ programs/images included in the entry, for showing at the Awards Night or digital platforms.
 - Instead of a video, hi-res jpeg images (maximum of 3) may be accepted.

See General Rules for specifications.

Reminder: Do not include confidential or sensitive information in the synopsis or video.

INDEPENDENT AGENCY OF THE YEAR

Best *in* Market Performance

This award recognizes the agency that has molded an exceptional marketing and strategic campaign that greatly impacted the selling success of the product or service being advertised.

ELIGIBILITY

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

CRITERIA

1. Quality of Strategic Thinking (40%)

- Quality of market insight, and specificity and ambitiousness of objectives vs. market background.
- Quality of consumer insight and communications strategy.

2. Quality of Creative Thinking (20%)

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, 2023 and December 31, 2023 for both cases.
- For campaigns implemented in Quarter 4 of 2023, campaign results up to Quarter 1 of 2024 will be accepted. Campaigns that have been entered in the 25th AOY cannot be re-entered.
- Case Background
- Marketing Objective and Strategy
- Agency Program Objectives
- Agency Program Strategy
- Execution / Description of Program

INDEPENDENT AGENCY OF THE YEAR: BEST IN MARKET PERFORMANCE

3. Campaign Results

- The evidence of results must be specific, quantifiable and verifiable.
- The results must establish a direct correlation with the objectives and the challenges presented.
- Please provide a clear time frame for the data.
- Please provide references and sources to substantiate and support your results.
- Where appropriate, use any or a combination of the metrics below.
 - 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, in doc or pdf format (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 in mp3 (less than 10MB per file), video in mp4 (less than 150MB per file).
- 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, in mp4 file (less than 150MB per file).
- Submit client certification to support accuracy of submission.
- Submit certification of campaign results from the research agency of the official source of data. A certification from the client research head is also acceptable.

REQUIRED SUBMISSIONS

- All write-up submissions must be accompanied by a separate word file with a computer-generated word count.
- 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 3**.
- **Additional requirements:**
 - A publishable synopsis of the entry in no more than 150 words.
 - A video (maximum 30-sec) to capture highlights/ programs/images included in the entry, for showing at the Awards Night or digital platforms.
 - Instead of a video, hi-res jpeg images (maximum of 3) may be accepted.

See General Rules for specifications.

Reminder: Do not include confidential or sensitive information in the synopsis or video.



INDEPENDENT AGENCY OF THE YEAR

Best *in* Industry Leadership *and* Community Service

For an agency to rise in the industry, it must also blaze the trail for the betterment of advertising. 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

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, 2023. If the activity or program was initiated in Quarter 4 of 2023, results up to Quarter 1 of 2024 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 not exceeding 150MB in size and three (3) minutes in length.
 6. Entries can include advertising materials if applicable:
 - FILM/VIDEO in mp4 format (less than 150MB per file); include the following information: agency name, project name, ad title, length, and first airing date.
 - RADIO in mp3 format (less than 10MB per file); 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 & COMMUNITY SERVICE

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, 2023. If the activity or program was initiated in Quarter 4 of 2023, results up to Quarter 1 of 2024 will be accepted.
2. Write a 200-word description for each 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 not exceeding 150mb in size and three (3) minutes in length.
6. Entries can include advertising materials if applicable:
 - FILM/VIDEO in mp4 format (less than 150MB per file); include the following information: agency name, project name, ad title, length, and first airing date.
 - RADIO in mp3 format (less than 10MB per file); 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 INDUSTRY LEADERSHIP & COMMUNITY SERVICE MUST NOT BE ENTERED IN BEST IN CREATIVE.

REQUIRED SUBMISSIONS

- All write-up submissions must be accompanied by a separate word file with a computer-generated word count.
- 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 3**.
- **Additional requirements:**
 - A publishable synopsis of the entry in no more than 150 words.
 - A video (maximum 30-sec) to capture highlights/ programs/images included in the entry, for showing at the Awards Night or digital platforms.
 - Instead of a video, hi-res jpeg images (maximum of 3) may be accepted.

See General Rules for specifications.

Reminder: Do not include confidential or sensitive information in the synopsis or video.



Media Agency *of the* Year

This award is given to the Media Department or Media Agency who has best used the opportunities presented by the ever-changing media environment, introduced new initiatives to further build the industry, deliver quantifiable impact and results for their 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 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

HOW TO JOIN

BEST IN MEDIA CREATIVITY

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 buzz, 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, 2023 and December 31, 2023. For campaigns implemented in Quarter 4 of 2023, campaign results up to Quarter 1 of 2024 will be accepted. Campaigns previously entered in the 25TH 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%)

MEDIA AGENCY OF THE YEAR

- Each case study must be submitted in one file (doc or pdf and less than 10MB per file) and should have a maximum of 650 words and minimum size 10 font.
- Support documents are allowed, a maximum of three (3) pages of attachments in doc or pdf format and less than 10MB per file.
- Case videos are optional. If a case video needs to be submitted to illustrate creativity, only two (2) examples of not more than three (3) minutes each full video length should be submitted. Video submissions should be in mp4 format (less than 150MB per file).
- Radio submissions should be in .mp3 format.
- All entries and business results must be submitted with a client certification.
- Media metrics and KPIs should be based on accepted industry data and rates from AGB Nielsen, Kantar, etc.

BEST IN MANAGEMENT OF BUSINESS

Media agencies must submit the following documents and write-up covering the period between January 1, 2023 to December 31, 2023.

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), 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, staff satisfaction.

The write-up must be in doc or pdf file (less than 10MB), minimum font size of 10. Support documents should not exceed three (3) pages

BEST IN INDUSTRY LEADERSHIP & 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%)**

- 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, 2023. If the activity or program was initiated in Quarter 4 of 2023, results up to Quarter 1 of 2024 will be accepted.
- 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.
- 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 that supports their entries. Video should be in mp4 format (less than 150MB) and not exceed three (3) minutes.
- Entries can include advertising materials if applicable:
 - FILM/VIDEO in mp4 format (less than 150MB per file); include the following information: agency name, project name, ad title, length, and first airing date.
 - RADIO in mp3 format (less than 10MB per file); 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.

MEDIA AGENCY OF THE YEAR

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, 2023. If the activity or program was initiated in Quarter 4 of 2023, results up to Quarter 1 of 2024 will be accepted.
2. Write a 200-word description for each 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 (less than 150MB) and not exceed three (3) minutes.
6. Entries can include advertising materials if applicable:
 - FILM/VIDEO in mp4 format (less than 150MB per file); include the following information: agency name, project name, ad title, length, and first airing date
 - RADIO in mp3 format (less than 10MB per file); 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 INDUSTRY LEADERSHIP & COMMUNITY SERVICE MUST NOT BE ENTERED IN BEST IN MEDIA CREATIVITY.

REQUIRED SUBMISSIONS

- All write-up submissions must be accompanied by a separate word file with a computer-generated word count.
- 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 3**.
- **Additional requirements:**
 - For each sub category, include a publishable synopsis/executive summary of the entry (max of 150 words).
 - For each sub category, include a video (maximum of 30-sec) to capture highlights/programs included in the entry, for showing at the Awards Night or digital platforms.
 - Instead of a video, hi-res jpeg images (maximum of 3) may be accepted.

See General Rules for specifications.

Reminder: Do not include confidential or sensitive information in the synopsis or video.

Digital Agency *of the* Year

These awards are given to the Digital Agency or Department who has best used the opportunities presented by the ever-changing consumer environment using digital means to deliver innovative solutions in the areas of Creativity and Effectiveness, as well as Innovation that brought in customer engagement for their clients, as well as quantifiable results directly related to their client's business objectives.

ELIGIBILITY

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

The winner of the Digital 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)

CATEGORY WINNERS

1. Digital Excellence in Creativity & Effectiveness (50%)
2. Digital Excellence in Innovation (50%)

CRITERIA

1. Digital Excellence in Creativity and Effectiveness

Recognizes excellence in creating creative digital ideas that engage consumers and drive results for Clients.

A. Strategy (30%)

C. Creativity (40%)

E. Effectiveness and Results (30%)

2. Digital Excellence in Innovation

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

A. Strategy (30%)

B. Creativity (30%)

C. Use/Application of Technology/ Innovation (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

DIGITAL EXCELLENCE: CREATIVITY AND EFFECTIVENESS

HOW TO JOIN

1. Each participating agency is required to submit two (2) case entries implemented within the period of January 1, 2023 to December 31, 2023. 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, 2023 and December 31, 2023. For campaigns implemented in Quarter 4 of 2023, campaign results up to Quarter 1 of 2024 will be accepted. Campaigns previously entered in the 25th AOY cannot be re-entered.
3. Each submission should contain the following:

A. Write-up

- Strategy (30%) – Describe the marketing objectives and strategy to meet the challenge (200 words)
- Creativity (40%) – Describe the creative solution and execution and how it best makes use of the digital space (200 words)
- Effectivity and Results (30%) – Describe how the work helped in achieving the marketing objectives with quantifiable results that prove the works' 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 should be in .mp4 format and less than 150MB

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 face-to-face judging

CI. 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 AGENCY OF THE YEAR

DIGITAL EXCELLENCE: INNOVATION

HOW TO JOIN

1. Each participating agency is required to submit two (2) case entries implemented within the period of January 1, 2023 to December 31, 2023. 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, 2023 and December 31, 2023. For campaigns implemented in Quarter 4 of 2023, campaign results up to Quarter 1 of 2024 will be accepted. Campaigns previously entered in the 25th 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)
- Use/Application of Technology/ Innovation (40%) – Describe the uniqueness of the use of technology in solving the problem and how results met/meets the objective. (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 should be in .mp4 format and less than 150MB

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 face-to-face 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 accompanied by a separate word file with a computer-generated word count.
- 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 3**.
- **Additional requirements:**
 - For each sub-category, a synopsis/executive summary, with a maximum 150 word count, covering the two cases in the entry.
 - For each sub-category, a video (max 30-sec) to capture the work included in the entry (for showing at the Awards Night or digital platforms).

See General Rules for specifications.

Reminder: Do not include confidential or sensitive information in the synopsis or video.

Production Excellence Awards

These awards are given to the production houses, groups, studios, and digital content providers, including creative agencies that have forged the best work with high-caliber craftsmanship and the best utilization of talent and resources in production within their respective fields of expertise in Film Production, Audio Production, Post Production, and Digital and Tech Production.

ELIGIBILITY

Production houses, groups, studios, digital content providers, including creative agencies in the Philippines who are duly-accredited members in good standing of either 4As, CPHG, ASAP, DMAP, or MSAP are 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

CRITERIA

Judging will be based on work done between January 1, 2023 and December 31, 2023.

1. Quality of Work (70%)

This is in recognition of the production house which best displayed excellence in execution when producing and crafting work within their respective field of expertise: Film, Audio, Post, Digital and Tech Production.

2. Management of Business (30%)

How a production house is able to keep a healthy and thriving business in this day and age. This is in recognition of the production house that has outperformed all others in terms of growth and development of its organization, its people, its technologies and its service to agencies and clients, including management and implementation of safety protocols in production.

Production houses, groups, studios, digital content providers, and creative agencies shall compile their best works in one .mp4 file (less than 150MB per file), with titles as transition from one work to another. The titles should be in basic Helvetica, sized 50, against black, caps and lowers, left justified and centered on screen. Absolutely no logos or other graphic elements.

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. Film production houses, groups, studios, digital content providers, and creative agencies shall submit four (4) pieces of work (all motion picture i.e. TV commercials, cinema ads, outdoor videos, 3D videos, digital videos, or any form of video on any platform) that best showcase their excellence in direction, cinematography, production design, and casting.
2. Film production houses, groups, studios, digital content providers, and creative agencies shall compile their best works in one .mp4 file (less than 150MB per file), with titles as transition from one work to another. The titles should be in basic Helvetica, sized 50, against black, caps and lowers, left justified and centered on screen. Absolutely no logos or other graphic elements.
3. The compiled entry must have a five (5) second slate up front, indicating the entrant company and the category under which it is entered. It should be basic Helvetica, sized 50, against black, caps and lowers, left justified and centered on screen. Absolutely no logos or other graphic elements.

Example:

Company Name
Production Excellence in Film

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

PRODUCTION EXCELLENCE AWARDS

Management of Business (30%)

In no more than 300 words per criterion, showcase the company's management strategies and programs with corresponding results. This shall include:

1. Different programs that enhance the professional and personal development of the company's staff and different improvements made on equipment, processes and technology to better service clients and keep up with global standards. Results should be measurable in terms of qualitative or quantitative benefits with proof to be made available for validation.
2. Proof of the company's financial performance (document signed by CFO) and company's good standing (through the absence of derogatory records, and being a member of good standing in their guild organization.)
3. Safety programs, protocols, and safeguards implemented that allow the organization to safely continue production in the next normal.

HOW TO JOIN PRODUCTION EXCELLENCE IN AUDIO

Production companies must submit the following documents and write-ups:

Quality of Work (70%)

1. Audio production houses shall submit four (4) pieces of work that best showcase their excellence in sound design, music, and voice performance for videos and all forms of materials with audio. They should have been first implemented anytime within January 1, 2023 to December 31, 2023.
2. Audio production houses shall compile their best works in one .mp4 file (less than 150MB per file), with titles as transition from one work to another. The titles should be in basic Helvetica, sized 50, against black, caps and lowers, left justified and centered on screen. Absolutely no logos or other graphic elements.

Example:**Company Name****Production Excellence in Audio**

3. Entries should be submitted as aired and must be accompanied by client/ agency certification.

Management of Business (30%)

In no more than 300 words per criterion, showcase the company's management strategies and programs with corresponding results. This shall include:

1. Different programs that enhance the professional and personal development of the company's staff and different improvements made on equipment, processes and technology to better service clients and keep up with global standards. Results should be measurable in terms of qualitative or quantitative benefits with proof to be made available for validation.
2. Proof of the company's financial performance (document signed by CFO) and company's good standing (through the absence of derogatory records, and being a member of good standing in their guild organization.)
3. Safety programs, protocols, and safeguards implemented that allow the organization to safely continue production in the next normal.

HOW TO JOIN PRODUCTION EXCELLENCE IN POST

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

Quality of Work (70%)

1. Post-production houses, groups, studios, digital content providers, including production houses and creative agencies shall submit four (4) pieces of work that best showcase their excellence in editing, special effects, computer graphics, animation.
2. Production houses and creative agencies shall compile their best works in one .mp4 file (less than 150MB per file), with titles as transition from one work to another. The titles should be in basic Helvetica, sized 50, against black, caps and lowers, left justified and centered on screen. Absolutely no logos or other graphic elements.
3. The compiled entry must have a five (5) second slate up front, indicating the entrant company and the category under which it is entered. It should be basic Helvetica, sized 50, against black, caps and lowers, left justified and centered on screen. Absolutely no logos or other graphic elements.

Example:**Company Name****Production Excellence in Audio**

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



PRODUCTION EXCELLENCE AWARDS

Management of Business (30%)

In no more than 300 words per criterion, showcase the company's management strategies and programs with corresponding results. This shall include:

1. Different programs that enhance the professional and personal development of the company's staff and different improvements made on equipment, processes and technology to better service clients and keep up with global standards. Results should be measurable in terms of qualitative or quantitative benefits with proof to be made available for validation.
2. Proof of the company's financial performance (document signed by CFO) and company's good standing (through the absence of derogatory records, and being a member of good standing in their guild organization.)
3. Safety programs, protocols, and safeguards implemented that allow the organization to safely continue production in the next normal.

HOW TO JOIN PRODUCTION EXCELLENCE IN DIGITAL & TECH

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

Quality of Work (70%)

1. Digital content providers, tech studios, digital groups, production houses, and creative agencies shall submit two (2) pieces of work that showcase their excellence in digital and tech production, including but not limited to Web3, metaverse, AR/VR, virtual influencers, avatars, AI, including interactive and immersive content.
2. Digital content providers, tech studios, digital groups, production houses, and creative agencies shall compile their best works in one .mp4 file (less than 150MB), with titles as transition from one work to another. The titles should be in basic Helvetica, sized 50, against black, caps and lowers, left justified and centered on screen. Absolutely no logos or other graphic elements.

Example:

Company Name
Production Excellence in Audio

3. Entries should be submitted as aired and must be accompanied by client/ agency certification.

Management of Business (30%)

In no more than 300 words per criterion, showcase the company's management strategies and programs with corresponding results. This shall include:

1. Different programs that enhance the professional and personal development of the company's staff and different improvements made on equipment, processes and technology to better service clients and keep up with global standards. Results should be measurable in terms of qualitative or quantitative benefits with proof to be made available for validation.
2. Proof of the company's financial performance (document signed by CFO) and company's good standing (through the absence of derogatory records, and being a member of good standing in their guild organization.)
3. Safety programs, protocols, and safeguards implemented that allow the organization to safely continue production in the next normal.

REQUIRED SUBMISSIONS

- All write-up submissions must be accompanied by a separate word file with a computer-generated word count.
- 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 client or from agency. If from 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 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.
- 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 3**.

• Additional requirements:

- A publishable synopsis of the entry in no more than 150 words.
- A video (maximum 30-sec) to capture highlights/ programs/images included in the entry, for showing at the Awards Night or digital platforms.
 - Instead of a video, hi-res jpeg images (maximum of 3) may be accepted.

See General Rules for specifications.

Reminder: Do not include confidential or sensitive information in the synopsis or video.

Brand Experience Excellence Awards

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) activation excellence category awards are given: Brand Experience Excellence in Creativity and Innovation, and Brand Experience Excellence in Creativity and Effectiveness.

ELIGIBILITY

1. Agencies/companies that are duly accredited members in good standing of the 4As, DMAP, MSAP, ASAP, KBP, UPMG, OAAP, CAAP, and MORES are eligible to join.
2. 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.
3. 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: The challenge and brand objective of the activation, and the strategy behind the idea (30%)
2. Idea, Execution and Innovation: The creative idea that addressed the challenge, how the idea was brought to life, and the breakthrough innovation that makes this work stand out among other activation projects (50%)
3. Results: What the work was able to achieve vs. the brand objective (20%)

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: The challenge and brand objective of the activation, and the strategy behind the idea (25%)
2. Idea and Execution: The creative solution that addressed the challenge, and how it was brought to life (50%).
3. Results: What the work was able to achieve vs. the brand objective. Measurable business results must be cited (25%)

BRAND EXPERIENCE EXCELLENCE AWARDS

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 2023. The body of work should be for two (2) clients.
2. Entries must have been mounted between January 1, 2023 and December 31, 2023. For campaigns implemented in Quarter 4 of 2023, campaign results up to Quarter 1 of 2024 will be accepted. Campaigns previously entered in the 25TH 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 among other activation projects (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 submissions should be in mp4 format and should be less than 150MB per file.

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 2023. The body of work should be for two (2) clients.
2. Entries must have been mounted between January 1, 2023 and December 31, 2023. For campaigns implemented in Quarter 4 of 2023, campaign results up to Quarter 1 of 2024 will be accepted. Campaigns previously entered in the 25TH 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, 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 among other activation projects (50%)
 - Results that prove the effectiveness of the Brand Experience activation (25%)

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 submissions should be in mp4 format and should be less than 150MB per file.

REQUIRED SUBMISSIONS

- All write-up submissions must be accompanied by a separate word file with a computer-generated word count.
- 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 3**.
- **Additional requirements:**
 - For each excellence category, include a synopsis/executive summary of the entry (maximum of 150 words).
 - For each excellence category, a video (maximum 30-sec) to capture the highlights/work included in the entry (for showing at the Awards Night or digital platforms).

See General Rules for specifications.

Reminder: Do not include confidential or sensitive information in the synopsis or video.

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.

ELIGIBILITY

Employed member (as of entry submission) of a 4As agency in good standing. He / She / They must be holding one (1) of the following titles or of a similar function for at least one (1) year until the eligibility period:

NEXTGEN CREATIVE

- Creative Director
- Associate Creative Director
- Should be middle management level and not part of Management Team
- Should be 40 years old and below

NEXTGEN ACCOUNT MANAGEMENT

- Business Development Director
- Group Account Director
- Should be middle management level and not part of the Management Team
- Should be 40 years old and below

NEXTGEN STRATEGISTS / PLANNERS

- Strategy / Planning Director
- Senior Planner / Strategist
- Should be middle management level and not part of the Management Team
- Should be 40 years old and below

THE NEXT GEN AWARDS

NextGen Creative

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.

CRITERIA

NEXTGEN CREATIVE

1. Write-Up 90%:

A. Contribution to Output (25%)

- Establishing the talent's role in creating and fighting for creative work.
- Showcasing the talent's best work within the eligibility period.

B. Superiority in Thinking (25%)

- Creative thinking that has raised the bar in output or implementation

C. Contribution to Business (15%)

- Contribution of the talent to business growth via client wins, organic growth or client satisfaction.

D. Leadership and Collaboration (20%)

- Assessment of the leadership skills of the individual - embodying vision, empathy, collaboration and motivation.

E. Contribution to the Community or Industry (5%)

- Going over and beyond job description and actively participating in projects to benefit the Community or the Advertising Industry.

2. Two (2) Client Testimonial/Feedback (10%)

A. Superiority in Thinking and contribution to business goals

- Creative thinking that has raised the bar in terms of output resulting in effective solutions for Clients' business issues and contribution to business goals.

B. Partnership

- Ability of the individual to foster great working relationships across internal and external teams.

HOW TO JOIN

1. The agency to nominate a creative talent within their talent pool. An agency may nominate up to two (2) individuals within the category.

2. All nominees should be a full time employee of the agency at the time of the submission date. Agencies can have the right to pull a submission in case the employee decides to resign from the organization. If no pull out notice is received, the entry is still considered valid. In case of entry pull out, no refund will be provided.

3. Entries for each individual will need to include the following requirements.

A. Write-Up (90%)

I. The write-up should cover the following aspects of the talent's contribution and capabilities.

1. Career Background (150 words)

Please provide a career history of the talent, Current responsibilities of the talent

- Number of direct reports
- Day to day responsibilities
- Brands handled

2. Contribution to Output (200 words)

3. Superiority in thinking (200 words)

4. Contribution to Business (150 words)

5. Leadership and Collaboration (150 words)

6. Contribution to Community or Industry (150 words)

II. Contribution and capabilities must be in reference to Client/Internal requirements and projects launched or implemented within January 1, 2023 - December 31, 2023.

III. Work should be taken from three (3) different campaigns within the mentioned period.

IV. Campaigns highlighted will have to be made within the context of normal paying contracts. Self-promotion, pro-bono ads are not qualified to be included in the highlights (except for Industry Leadership or Community Service section).

V. Highlighted campaigns may be submitted in the following formats:

- URL to the specific campaign element
- TV / Cinema / Content - mp4 format (less than 150MB per file)
- Print Entries - JPEG format (less than 10MB per file)
- Case Videos - mp4 format (less than 150MB per file)
- Events - Coverage video in mp4 format (less than 150MB per file) and not exceeding three (3) minutes

VI. Write-up must be signed by any two of the following: Agency CEO/Head, Immediate Supervisor or Project Teammates

B. Client Testimonial/Feedback (10%)

I. Two (2) recommendation letters from two (2) different Client partners belonging to different brands/accounts (may be from the same Business Unit or Division if the account is a megabrand) are required.

II. Maximum of 300 words per Client Feedback

III. Should there be any questions on the recommendations, the panel head and research committee head will have the right to contact them directly.

REQUIRED SUBMISSIONS

- All write-up submissions must be accompanied by a separate word file with a computer-generated word count.
- 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 3**.
- **Additional requirements:**
 - A publishable synopsis of the entry in no more than 150 words.
 - A video (maximum 30-sec) to capture highlights/ programs/images included in the entry, for showing at the Awards Night or digital platforms.
 - Instead of a video, hi-res jpeg images (maximum of 3) may be accepted.

See General Rules for specifications.

Reminder: Do not include confidential or sensitive information in the synopsis or video.

THE NEXT GEN AWARDS

NextGen Accounts

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.

CRITERIA

NEXTGEN ACCOUNT MANAGEMENT

1. Write-Up 90%:

A. Contribution to Output (20%)

- Establishing the talent's role in creating and fighting for creative work.
- Showcasing the talent's best work within the eligibility period.

B. Superiority in Thinking (25%)

- Showing how the talent has been able to demonstrate strategic skills be it in thinking, operations or implementation in key projects.

C. Contribution to Business (20%)

- Contribution of the talent to business growth via client wins, organic growth or client satisfaction.

D. Leadership and Collaboration (20%)

- Assessment of the leadership skills of the individual - embodying vision, empathy, collaboration and motivation.

E. Contribution to the Community or Industry (5%)

- Going over and beyond job description and actively participating in projects to benefit the Community or the Advertising Industry.

2. Two (2) Client Testimonial/Feedback (10%) Leadership & Collaboration

- An assessment of the leadership skills of the individual - embodying vision, empathy, collaboration and motivation. The person's ability to shepherd multiple teams and disciplines in achieving a common goal efficiently and effectively.

A. Superiority in Thinking

- Showing how the talent has been able to demonstrate strategic skills be it in thinking, operations or implementation in key projects.

THE NEXTGEN AWARDS: NEXTGEN ACCOUNTS

HOW TO JOIN

1. The agency to nominate an account management talent within their talent pool. An agency may nominate up to two (2) individuals within the category.

2. All nominees should be a full time employee of the agency at the time of the submission date. Agencies can have the right to pull a submission in case the employee decides to resign from the organization. If no pull out notice is received, the entry is still considered valid. In case of entry pull out, no refund will be provided.

3. Entries for each individual will need to include the following requirements.

A. Write-Up (90%)

I. The attached entry form will provide an understanding of the talent's growth. The write-up should cover the following aspects of the talent's contribution and capabilities.

1. Career Background (150 words)

Please provide a career history of the talent, Current responsibilities of the talent

- Number of direct reports
- Day to day responsibilities
- Brands handled

2. Contribution to Output (200 words)

3. Superiority in thinking (200 words)

4. Contribution to Business (150 words)

5. Leadership and Collaboration (150 words)

6. Contribution to Community or Industry (150 words)

II. Contribution and capabilities must be in reference to Client/Internal requirements and projects launched or implemented within January 1, 2023 - December 31, 2023.

III. Work should be taken from three (3) different campaigns within the mentioned period.

IV. Campaigns highlighted will have to be made within the context of normal paying contracts. Self-promotion, pro-bono ads are not qualified to be included in the highlights (except for Industry Leadership or Community Service section).

V. Highlighted campaigns may be submitted in the following formats:

- URL to the specific campaign element
- TV / Cinema / Content - mp4 format (less than 150MB per file)
- Print Entries - JPEG format (less than 10MB per file)
- Case Videos - mp4 format (less than 150MB per file)
- Events - Coverage video in mp4 format (less than 150MB per file) and not exceeding three (3) minutes

VI. Write-up must be signed by any two of the following: Agency CEO/Head, Immediate Supervisor or Project Teammates

B. Client Testimonial/Feedback (10%)

I. Two (2) recommendation letters from two (2) different Client partners belonging to different brands/accounts (may be from the same Business Unit or Division if the account is a megabrand) are required.

II. Maximum of 300 words per Client Feedback

III. Should there be any questions on the recommendations, the panel head and research committee head will have the right to contact them directly.

REQUIRED SUBMISSIONS

- All write-up submissions must be accompanied by a separate word file with a computer-generated word count.
- 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 3**.
- **Additional requirements:**
 - A publishable synopsis of the entry in no more than 150 words.
 - A video (maximum 30-sec) to capture highlights/ programs/images included in the entry, for showing at the Awards Night or digital platforms.
 - Instead of a video, hi-res jpeg images (maximum of 3) may be accepted.

See General Rules for specifications.

Reminder: Do not include confidential or sensitive information in the synopsis or video.

THE NEXT GEN AWARDS

NextGen Strategist

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.

CRITERIA

NEXTGEN STRATEGIST

1. Write-Up 90%:

A. Contribution to Output (20%)

- Establishing the talent's role in creating and fighting for creative work.
- Showcasing the talent's best work within the eligibility period.

B. Superiority in Thinking (25%)

- Showing how the talent has been able to demonstrate strategic skills that has raised the bar.

C. Contribution to Business (20%)

- Contribution of the talent to business growth via client wins, organic growth or client satisfaction.

D. Leadership and Collaboration (20%)

- Assessment of the leadership skills of the individual - embodying vision, empathy, collaboration and motivation.

E. Contribution to the Community or Industry (5%)

- Going over and beyond job description and actively participating in projects to benefit the Community or the Advertising Industry.

2. Two (2) Client Testimonial/Feedback (10%)

A. Superiority in Thinking and contribution to business goals

- Creative thinking that has raised the bar in terms of output resulting in effective solutions for Clients' business issues and contribution to business goals.

B. Partnership

- Ability of the individual to foster great working relationships across internal and external teams.

THE NEXTGEN AWARDS: NEXTGEN STRATEGIST

HOW TO JOIN

1. The agency to nominate a strategy talent within their talent pool. An agency may nominate up to 2 individuals within the category.
2. All nominees should be a full time employee of the agency at the time of the submission date. Agencies can have the right to pull a submission in case the employee decides to resign from the organization. If no pull out notice is received, the entry is still considered valid. In case of entry pull out, no refund will be provided.

3. Entries for each individual will need to include the following requirements.

A. Write-Up (90%)

I. The attached entry form will provide an understanding of the talent's growth. The write-up should cover the following aspects of the talent's contribution and capabilities.

1. Career Background (150 words)

Please provide a career history of the talent, Current responsibilities of the talent

- Number of direct reports
- Day to day responsibilities
- Brands handled

2. Contribution to Output (200 words)

3. Superiority in thinking (200 words)

4. Contribution to Business (150 words)

5. Leadership and Collaboration (150 words)

6. Contribution to Community or Industry (150 words)

II. Contribution and capabilities must be in reference to Client/Internal requirements and projects launched or implemented within January 1, 2023 - December 31, 2023.

III. Work should be taken from three (3) different campaigns within the mentioned period.

IV. Campaigns highlighted will have to be made within the context of normal paying contracts. Self-promotion, pro-bono ads are not qualified to be included in the highlights (except for Industry Leadership or Community Service section).

V. Highlighted campaigns may be submitted in the following formats:

- URL to the specific campaign element
- TV / Cinema / Content - mp4 format (less than 150MB per file)
- Print Entries - JPEG format (less than 10MB per file)
- Case Videos - mp4 format (less than 150MB per file)
- Events - Coverage video in mp4 format (less than 150MB per file) and not exceeding three (3) minutes

VI. Write-up must be signed by any two of the following: Agency CEO/Head, Immediate Supervisor or Project Teammates

B. Client Testimonial/Feedback (10%)

I. Two (2) recommendation letters from two (2) different Client partners belonging to different brands/accounts (may be from the same Business Unit or Division if the account is a megabrand) are required.

II. Maximum of 300 words per Client Feedback

III. Client recommender must at least be Group/Category Lead level

IV. Should there be any questions on the recommendations, the panel head and research committee head will have the right to contact them directly.

REQUIRED SUBMISSIONS

- All write-up submissions must be accompanied by a separate word file with a computer-generated word count.
- 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 3**.
- **Additional requirements:**
 - A publishable synopsis of the entry in no more than 150 words.
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 - Instead of a video, hi-res jpeg images (maximum of 3) may be accepted.

See General Rules for specifications.

Reminder: Do not include confidential or sensitive information in the synopsis or video.