



ADCOLOR
AWARDS

CATEGORY + CRITERIA GUIDE

AWARDS CRITERIA



RISE UP: How has the nominee gone above and beyond in their career?

E.g.: Notable accomplishments, clear business results, awards and recognition in the field.

REACH BACK: How has the nominee gone out of their way to help others?

E.g.: Extent of involvement, influence on peers and impact of involvement on their organization, industry and/or community.

RISING STAR

The ADCOLOR Rising Star is an up-and-comer in the creative industries with less than seven years of experience who is under the age of 30. Their brilliance, determination and shining personality makes them stand out as a leader. In their short time of rising up, they are already reaching back.

- ✓ **Rise Up:** How has the nominee gone above and beyond in their career?
E.g.: Accolades, awards and noteworthy accomplishments, unwavering commitment to progress and undeniable potential.
- ✓ **Reach Back:** How has the nominee gone out of their way to help others?
E.g.: Active involvement in their company and/or industry. Concrete examples of outreach in the professional community.

ROCKSTAR

The ADCOLOR Rockstar reveals their brilliance as a visionary leader, through their professional role or their efforts outside it. They have a track record filled with successes, and the potential to accomplish much more. Landing between the Rising Star and the Legend, this individual rocks their own singular path as they encourage others to shine.

- ✓ **Rise Up & Reach Back:** How has the nominee gone above and beyond in their role to help others?
E.g.: Proven track record of work focused on diversity and inclusion. Recognizable input and growing influence within his/her company and/or industry. Unbridled potential and commitment to creating change as they progress in their career.





INNOVATOR

The ADCOLOR Innovator embodies progress and imagination. They stand out among their peers as a game changer when it comes to issues of diversity, equity and inclusion. A pioneer in their goals and their strategies, they create breakthrough opportunities for people and organizations.

- ✓ **Rise Up:** How has the nominee gone above and beyond in their career?
E.g.: **Spearheading some groundbreaking technology, product or way of thinking that leads to new and/or improved solutions to business or social issue**
- ✓ **Reach Back:** How has the nominee gone out of their way to help others?
E.g.: **Involvement outside of their regular professional responsibilities within the industry and/or company.**

CHANGE AGENT

The ADCOLOR Change Agent uses their skill and power to enhance corporate culture, and create a more equitable and inclusive environment for everyone connected to it. They call attention to the talents and potential of others around them, putting plans into action that exceed the scope of their professional role.

- ✓ **Rise Up:** How has the nominee gone above and beyond in their career?
E.g.: **Active involvement and leadership in diversity and inclusion initiatives that have led to improvements in policy, ways of thinking and/or business practices.**
- ✓ **Reach Back:** How has the nominee gone out of their way to help others?
E.g.: **Involvement outside of their regular professional responsibilities within the industry and/or company.**

ONE CLUB | ADCOLOR CREATIVE

The One Club | ADCOLOR Creative Award is given to a creative professional from a multicultural background who has demonstrated extraordinary talent and achievement within the media, creative, digital and traditional advertising disciplines. This honor is presented by The One Club for Creativity.

- ✓ **Rise Up:** How has the nominee gone above and beyond in their career?
E.g.: **Outstanding body of work that exhibits creative mastery and skill. Respect and recognition among peers and colleagues as a key player and creative superstar.**
- ✓ **Reach Back:** How has the nominee gone out of their way to help others?
E.g.: **Involvement and outreach beyond their job description.**





MOST VALUABLE PARTNERSHIP

The ADCOLOR Most Valuable Partnership (MVP) occurs between people and companies that work together to provide exceptional, highly effective DE&I solutions that impact organizations and industries. The two partners can be agencies, marketers, entertainment and media companies, brands, individuals, non-profits or diverse suppliers with NMSDC or WBENC certification that team up for a short- or long-term project that furthers diversity and inclusion.

- ✓ **Rise Up:** How has this partnership gone above and beyond in their respective industries?
E.g.: Clear contributions and accomplishments in their industry. Clear business results and improvements. Positive impact on employees, clients, industry and/or general public.
- ✓ **Reach Back:** How has as the partnership created opportunities for others through internal and external outreach?

ADCOLOR IN TECH

The ADCOLOR in Tech Award recipient is a champion of diversity and inclusion in the tech industries, from digital platforms to programmers to educators to product innovators. By pushing boundaries and creating positive change, they set the stage for future generations to take the opportunities they develop even further.

- ✓ **Rise Up:** How has the nominee gone above and beyond in their career?
E.g.: Active involvement and leadership in diversity and inclusion initiatives that changes the game in the tech industry.
- ✓ **Reach Back:** How has the nominee gone out of their way to help others?
E.g.: Involvement outside of their regular professional responsibilities within the industry and/or company.

ADCOLOR IN MUSIC

The ADCOLOR in Music Award recipient is an artist, creative, executive or technician who champions diversity, equity & inclusion in the music industry. Whether a bold-faced name or a player behind the scenes, they use their voice and power onstage and off to fight for change that reaches beyond the world of music.

- ✓ **Rise Up:** How has the nominee gone above and beyond in their career?
E.g.: Active involvement and leadership in diversity and inclusion initiatives that changes the game in the music industry. Spearheading some groundbreaking initiatives, product or way of thinking that leads to new and/or improved solutions to business or social issues.
- ✓ **Reach Back:** How has the nominee gone out of their way to help others?
E.g.: Involvement outside of their regular professional responsibilities within the industry and/or company.





ADCOLOR INFLUENCER

The ADCOLOR Influencer builds community and creates change through their creative content and/or strategic planning on social media platforms. By promoting inclusivity and accessibility on their personal platform, they embody innovative means of digital influence that leads to real-life action.

- ✓ **Inspire:** How has the nominee been a catalyst for building community and inspiring action through their creative content or external efforts?
- ✓ **Educate:** How has the nominee exemplified or pioneered a new and unique way of influencing others while promoting access and creative inclusivity on their platform?
- ✓ **Rise Up:** How has the nominee gone above and beyond in their career?
- ✓ **Reach Back:** How has the nominee gone out of their way to help others?

AD OF THE YEAR

The Ad of the Year is a single execution or ongoing campaign that pushes boundaries and promotes conversation by highlighting the lives and stories of multicultural, LGBTQ+ and/or other historically excluded groups. The Ad can run on any platform (linear, print, digital, social, etc.), in any format.

- ✓ **Rise Up & Reach Back:** Bold and confident advertising that features diversity and promotes inclusion. Work that sparks conversations in the mainstream media and shines a light on social issues.
- ✓ **The ad or campaign must have aired at least once between Feb 2021 and May 2022.**

DEI EXECUTIVE OF THE YEAR

The ADCOLOR DEI Executive of the Year not only inspires, facilitates and implements progressive change at their own company or organization, their innovation and determination influences the ways others integrate DEI into business models and corporate cultures.

- ✓ **Rise Up:** How has the nominee gone above and beyond in their career?
E.g.: **Active involvement and leadership in diversity and inclusion initiatives that have led to improvements in policy, ways of thinking and/or business practices.**
- ✓ **Reach Back:** How has the nominee gone out of their way to help others?
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