

To help you prepare your REGGIE entry in an optimal format for review by the judges, we are providing you with this worksheet. You can use this form to create a draft of your REGGIE Award submission, prior to entering your final submission online.

Application Contact information

**Campaign submitted by
(select one)**

- Agency
- Client
- Media Company
- Other Click or tap here to enter text.

Entrant Contact Information

This will be the person ANA will contact throughout the program regarding this entry

- Entrant Contact First Name Click or tap here to enter text.
- Entrant Contact Last Name Click or tap here to enter text.
- Entrant Contact Title Click or tap here to enter text.
- Entrant Company
- Agency Logo HAVE LOGO READY FOR UPLOAD

Entrant Contact Address

- Street Address Click or tap here to enter text.
- Line 2 Click or tap here to enter text.
- City Click or tap here to enter text.
- Country Click or tap here to enter text.
- State/Province Click or tap here to enter text.
- Zip/Postal Code Click or tap here to enter text.
- Agency Contact Email Click or tap here to enter text.
- Agency Contact Phone Click or tap here to enter text.
- Company Twitter Handle

How did you hear about the REGGIE Awards?

Choose all that apply:

- Email Blast
- Social Media
- Client
- ANA Website
- Word of Mouth
- Phone Call
- Letter
- Previous Entrant
- Other

2020 ANA REGGIE Awards

Sample Submission Form (Not for Official Use)

Primary Agency Contact Information

This will be the primary agency credited for this entry.

- Agency Contact First Name Click or tap here to enter text.
- Agency Contact Last Name Click or tap here to enter text.
- Agency Contact Title Click or tap here to enter text.
- Agency Company Click or tap here to enter text.
- Agency Holding Company Click or tap here to enter text.
- Agency Logo HAVE LOGO READY FOR UPLOAD

Agency Contact Address

- Street Address Click or tap here to enter text.
- Line 2 Click or tap here to enter text.
- City Click or tap here to enter text.
- Country Click or tap here to enter text.
- State/Province Click or tap here to enter text.
- Zip/Postal Code Click or tap here to enter text.
- Agency Contact Email Click or tap here to enter text.
- Agency Contact Phone Click or tap here to enter text.
- Agency Twitter Handle

Agency Team Credits

Optional – Please add those individuals on the agency team who were involved in the program (up to 10)

<i>First Name</i>	<i>Last Name</i>	<i>Title</i>	<i>Company/Org.</i>	<i>Email</i>	<i>Phone</i>

Primary Client Contact Information

This will be the primary client credited for this entry.

- Client Contact First Name Click or tap here to enter text.
- Client Contact Last Name Click or tap here to enter text.
- Client Contact Title Click or tap here to enter text.
- Client Company Click or tap here to enter text.
- Client Parent Company Click or tap here to enter text.
- Client Logo HAVE LOGO READY FOR UPLOAD

Client Contact Address

- Street Address Click or tap here to enter text.
- Line 2 Click or tap here to enter text.
- City Click or tap here to enter text.
- Country Click or tap here to enter text.
- State/Province Click or tap here to enter text.
- Zip/Postal Code Click or tap here to enter text.
- Client Contact Email Click or tap here to enter text.
- Client Contact Phone Click or tap here to enter text.
- Company Twitter Handle

Client Team Credits

Optional – Please add those individuals on the client team who were involved in the program (up to 10)

<i>First Name</i>	<i>Last Name</i>	<i>Title</i>	<i>Company/Org.</i>	<i>Email</i>	<i>Phone</i>

External Contributors Information

Optional – Please add those external contributor individuals who were involved in the program (up to 5)

<i>First Name</i>	<i>Last Name</i>	<i>Title</i>	<i>Company/Org.</i>	<i>Email</i>	<i>Phone</i>

Should any of these external contributors be credited as a “co-primary agency” on this entry?

- Yes
- No
- Which one from above?

2020 ANA REGGIE Awards

Sample Submission Form (Not for Official Use)

Campaign Information

Below is the information you will need to complete your REGGIE Award Submission. Your campaign can be entered into more than one category. After you finalize this entry, the option will be available to duplicate it and enter it into another category.

- Entry Title Click or tap here to enter text.
- Brand/Product Click or tap here to enter text.
- Brand Logo HAVE LOGO READY FOR UPLOAD
- REGGIE Awards Category (Drop down selection will be available)
- Campaign Start Date Click or tap here to enter text.
- Duration of Campaign Select one
 - Less than 1 month
 - 1-3 months
 - 4-6 months
 - 7-9 months
 - 10-12 months
 - Over 12 months

Media/Engagement Channels

Choose all that apply.

- Audio (radio, internet radio, podcasts)
- Branded Content
- Cinema
- Contests/Sweepstakes
- Coupons
- Digital Media (incl. banners, mobile, animated, and/or takeovers)
- Direct Mail
- Email
- Events
- FSI
- Gamification
- Gift with Purchase
- Giveaways
- Licensing
- Loyalty Program
- Mobile
- Out-of-Home (OOH)
- Packaging
- Partnership
- Point of Sale (POS)/In-Store
- PR
- Print
- Professional Collateral
- Programmatic
- Sampling
- SEO/SEM
- Social Media
- Sponsorship
- User Generated
- Video (broadcast and/or online)
- Voice/Chatbots
- Website/Microsites (including home screens)
- Word of Mouth/Influencers
- Other

Primary Engagement Channels

Please indicate the first, second, and third most important channels utilized in this effort from the list above.

- First (Drop down selection will be available)
- Second (Drop down selection will be available)
- Third (Drop down selection will be available)

Industry Sector

Select which sector the brand in the campaign competes in.

- Advertising Agencies & Consultancies
- Aerospace & Defense
- Alcohol & Tobacco
- Apparel & Footwear
- Arts & Education
- Automotive
- Banking & Financial Services
- Business & Professional Services
- Consumer Durables
- Consumer Electronics
- Consumer Packaged Goods
- Consumer Services
- Energy & Utilities
- Entertainment & Sports
- Food & Beverage
- Healthcare
- Insurance
- Manufacturing, Industrial Goods & Services
- Media
- Nonprofits & Government
- Pharmaceuticals
- Real Estate & Construction
- Restaurants & Fast Food
- Retail
- Technology
- Telecommunications
- Travel, Transportation, Tourism & Hospitality
- Other
- Healthcare
- Insurance

Budget

Select the range that best represents the investment made in this effort.

- Under \$500,000
- \$500,000 - \$1 million
- \$1 million – \$3 million
- \$3 million – \$5 million
- \$5 million – \$10 million
- \$10 million – \$20 million
- \$20 million – \$40 million
- Over \$40 million

Audience Profile

Please provide details on each of the following (25 words max per)

- Geographic [Click or tap here to enter text.](#)
- Demographic [Click or tap here to enter text.](#)
- Psychographic [Click or tap here to enter text.](#)

Case Study Entry Information

Do NOT include the agency name (or indicate/mention the name of the agency) except where specifically indicated on the entry form. Any mention of the submitting agency in the body of the Entry Form is grounds for disqualification.

Foreign Language Entries:

All foreign language copy must be translated into English. Clear translations must be provided for all work not written in English. Broadcast entries may be dubbed or subtitled in English or include a complete written translation. Local idioms that may not be understood in the U.S. must be explained. Entries not accompanied by translations and/or explanations will not be judged. Submit translations electronically via upload with the official entry form

Please answer all questions to the best of your ability. Judges will be asked to read through your case study and score your submission based on the following criteria:

1. Is the strategy in line with the insights and goals?
2. What is the level of concept originality?
3. How well were the materials integrated and activation executed? (specific to the category)
4. How strong were the results and did they achieve business objectives? (Volume/Share/Profit)
5. How well did the activation build the brand and align with the overall brand strategy?

Business Challenge(s) & Campaign Objective(s) (200 maximum words allowed)

Please describe the business challenge(s) you faced and what objectives you set in order to accomplish and conquer your objective(s). Based on your challenge(s), what were the targets, metrics, and goals that you strove to meet?

Click or tap here to enter text.

Insights & Strategy (100 maximum words allowed)

What insights and strategies did you use when planning the campaign? Please briefly describe any research or additional insights that led you to your approach and platform.

Click or tap here to enter text.

Concept / Big Idea (200 maximum words allowed)

Unveil your BIG idea to us here, as simply as possible. We are looking for you to impress us and excite us with the “ah-ha” solution you developed.

Click or tap here to enter text.

Activation / Tactics (200 maximum words allowed)

Describe how you brought your idea to life. What Brand Activation tactics did you use to motivate your consumers? Include any additional marketing vehicles.

Click or tap here to enter text.

Results / Sales / Market Share (100 maximum words allowed)

Did you meet and/or exceed your sales targets and metrics? Please provide sales information to support your answer (\$ sales, share, etc.). If you do not have the ability to share actual dollar or unit sales increases (preferred), please index your results against another metric. For example, you could show growth was 10% above plan, +10% vs. YAG, or 10% above category norm. This is also applicable for profitability or share of market.

Click or tap here to enter text.

Brand Building (100 maximum words allowed)

How did you build your brand and accelerate its growth in the marketplace?

Click or tap here to enter text.

Relevance to the Category (100 maximum words allowed)

Please explain how your campaign fits and relates to this specific category you are entering.

Click or tap here to enter text.

Creative/Media Content

Artwork Specifications

- **Image Files:**
 - Submit images in any of the following formats: PDF, GIF, PNG, or JPG
- **Audio Files:**
 - Submit audio files in .mp3, .mp4 or .wav, or Windows Media Audio (.wma) format.
- **Video Files:**
 - Format: Apple QuickTime (WMA/WMV files are not accepted.)
 - Codec: ProRes 422, H.264, MP4, M4V, or uncompressed MOV
 - Resolution: 1920x1080 or 1280x720 for 16:9 format; 1440x1080 or 960x720 for 4:3 format. File should be at least 100MB per 60 seconds of video.
 - Video to be limited to 180 seconds, with a suggested runtime of 120 seconds.

File Uploads

*If your campaign website is live, please add the URL here. YouTube/Vimeo/other video sharing sites are **not** eligible.*

File 1 Description/Title: Click or tap here to enter text.

File 1 Media/Engagement Channel: Drop down will be available

File 1 Type: Drop down will be available

File 1 Upload: UPLOAD

(NOTE: Up to six files may be uploaded in this section)

Showcase Assets

These assets will be the primary elements used to represent and promote your campaign on various platforms. Should you be a finalist or a winner, these assets will be utilized in showcasing your work for publicity and educational purposes, including but not limited to press/media purposes, ANA social channels, ANA Awards galas, ANA Marketing Knowledge Center, ANA presentations, etc.

Please note: these assets will not be included in the judging process of your entry. However, you may repeat/repurpose the assets you have submitted with the case study for upload into this section.

Showcase Image

Please upload one showcase image to represent the campaign.

- This should be a single image that is appropriate for use on a large screen
- It may also be used in print and online.
- Required format: JPG, 1920x1080 px

Showcase Video

Please provide a 30 second video that encapsulates the key creative/engagement elements of the campaign.

- Format: Apple QuickTime (WMA/WMV files are not accepted.)
- Codec: ProRes 422, H.264, MP4, M4V, or uncompressed MOV
- Resolution: 1920x1080 or 1280x720 for 16:9 format; 1440x1080 or 960x720 for 4:3 format.

Campaign Summary (50 maximum words allowed)

Enter a brief description of the case study that summarizes the key elements of the campaign.

Click or tap here to enter text.

Result Headline (25 maximum words allowed)

One sentence that captures the impact your work achieved for the brand’s business. Consider this the “marquee headline” that highlights the key results this campaign achieved.

Click or tap here to enter text.

Finalize Submission

Terms & Conditions

In order to assure the integrity of the REGGIE entries, protection of ANA, and the highest standards for this industry-wide award, please be aware that by entering into the REGGIE Awards you are agreeing to the below terms and conditions. In consideration of the opportunity to enter the REGGIE Awards competition, I/we hereby agree to grant the ANA, its members, employees, representatives, agents, licenses, successor and assigners (collectively “ANA” or “you”) the right:

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Sample Submission Form (Not for Official Use)

—2020—
REGGIE[®]
AWARDS

To use and publish the REGGIE submission and all intellectual property constituting such (including as fully described in the Official Entry Form which is part of this agreement) in any manner and in all media in perpetuity and without royalty or any payment therefore. I/we understand in the event your entry is a finalist, the case-study will be published publicly on the ANA websites. Any supporting material will also be made available on these websites.

To have no claim against ANA et al. by reason of any use or reuse whatsoever that may occur in the exercise of the rights granted by us hereunder.

To indemnify and hold the ANA and its successors and assigned et al. harmless from and against all damages, liability, cost, judgment, damage of expense including legal fees, which may be incurred by reason of the exercise of rights herein. This indemnity shall survive the end of the REGGIE Awards submission deadlines, the announcement of REGGIE Awards and subsequent years.

All submissions become the property of the ANA (physical submissions). You retain the Intellectual Property rights to the submission, subject to the rights granted to ANA above. If Agency as well as client or someone other than Client Company is submitting, then it is understood that the appropriate permissions have been granted by all parties prior to the entry being submitted. REGGIE is a tradename and/or trademark or service mark of the Association of National Advertisers. All Rights Reserved.

Terms & Conditions Agreement

Please check to indicate that you have read and understand the above terms & conditions.