

**The Agency of the Year Awards: Core Submission Document**

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| **Category:** |  |
| **Name of individual / team / initiative:**  ***(as it should appear on any event / marketing collateral)*** |  |
| **Agency / Company name:**  ***(as it should appear on any event / marketing collateral)*** |  |

**Guidelines**Please refer to The Agency of the Year Awards 2020 Entry Guidelines for specific information, category descriptions and entry criteria details.

**Images & Supporting Documents**If you have images and other supporting documents you should insert them within this entry submission and also upload them in high-resolution separate on the online submission page. Should your entry be shortlisted, these images and any non-confidential documents may be used for publication.

**You must include a high-res, colour photo of your individual / team / initiative that can represent your entry. This image will be used on awards collateral, including website, magazine and on the awards night.**

**Videos**

Please copy and paste links to any videos here:

**Attention**Once you are ready to submit, please save this file into a .pdf version before uploading it at:

<https://awards.marketing-interactive.com/agency-of-the-year-id/entry-submission/>

Any specific information or content intended for judging purposes only must be clearly indicated in red text or highlighted in red and will not be disseminated beyond the judging panel in any way.

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**Please write a maximum 2,000 words (total) including evidence to support and address each of the specific category criteria bullet points outlined in the Entry Guidelines. Please ensure all areas mentioned are covered within your submission as the jury will be looking for these details. Each bullet point will hold a maximum potential value of 10 points.**

**Outstanding achievement in marketing campaigns (20%)**

**Creativity and innovation (20%)**

**Strategic thinking (20%)**

**Excellent execution (20%)**

**Successful results against objectives / KPIs (20%)**