INDIE AWARDS 2027

www.IndieAwards.global

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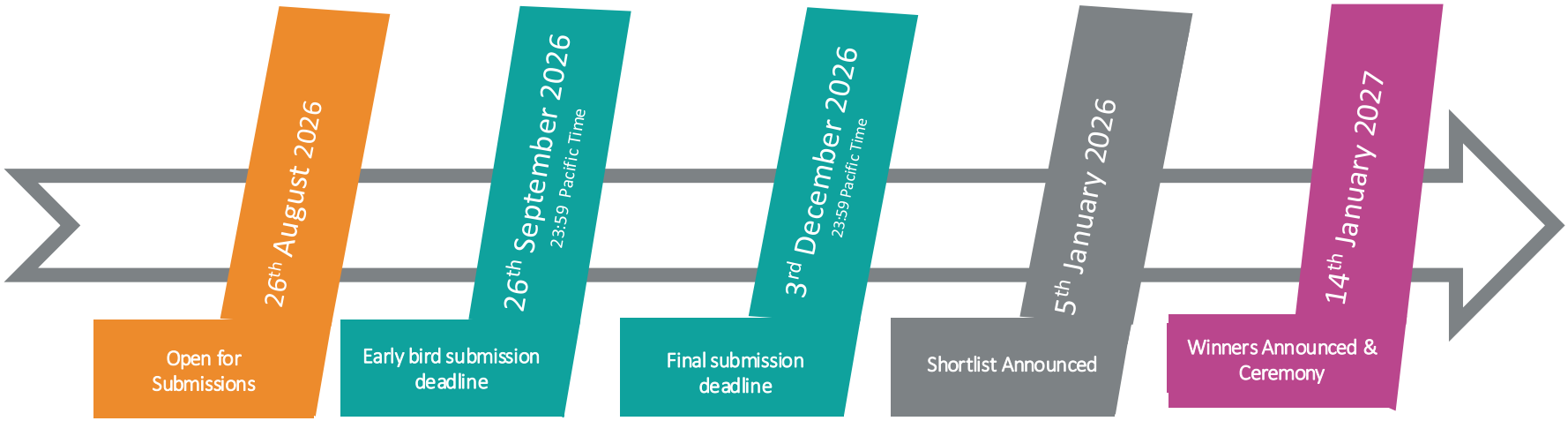
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TIMELINE AND DEADLINES



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1. thenetworkone International Ltd. are the organisers of THE INDIE AWARDS. The decisions of the organisers in all matters relating to THE INDIE AWARDS shall be final and binding.

2. The awards are open to all independent agencies throughout the world including but not limited to, those involved in advertising, production, media, PR, design and the creative industries. Independent agency means a trading company (not an individual person) which is wholly, or majority owned by its management or independent stakeholders; and whose trading name does not include the name of a network owned or controlled by an agency holding company such as WPP, Omnicom, Publicis, IPG, Havas, Dentsu, MDC or similar company.

3. Agencies entering THE INDIE AWARDS must obtain permission to enter their work from the commissioning client/brand-owning company. Organisers may request proof of this permission at any point, before, during or after the judging.

4. The name and job title of a representative of the commissioning client should be on the entry form.

5. There can be more than one credited agency per project. If more than one agency is listed one should be nominated as the entrant , who will be considered responsible for payment of entry fees and will be considered the entry's sole contact.

6. All entry forms must be completed online at https://theindieawards.awardstage.com/

7. Only digital material can be submitted. No hardcopies or physical materials will be considered. To aid the judges, please be as succinct and concise as possible with your materials. Please read the specific entry requirements of each category as some required either a brief overview of the campaign, objectives, strategies, execution and impact in a maximum of 950 words OR a Case video, other categories require the summary but also allow the video and/or other material. Any Video content should be a maximum of 3 minutes long and maximum file size for all materials submitted is 250MB. The following file types are accepted: jpg, JPG, jpeg, png, gif, pdf, doc, docx, mp3, avi, wmv, mpg, mov, mp4, mpeg. Failure to meet these requirements will result in disqualification of the entry".

8. All entries must have been made within the context of a normal paying contract with a client, except in the case of self-promotion and work for non-profit organisations. In the case of work for non-profit organisations, the client must have approved the media implementation and production. Speculative and conceptual projects are not eligible for entry.

9. Work must be submitted exactly as published, aired or implemented and must not be modified for the awards entry. However, entries that are not originally in English may be translated as long as the presentation is exactly the same as the original version.

10. Entrants must not enter work which has been banned by any regulatory bodies.

11. The organisers may refuse entries which offend national or religious sentiments or public taste or which in the organisers opinion breach any applicable laws, regulations or codes of practice or infringe any third-party rights. Any entry which, up to and including the final day of judging, has infringed any of its country of origin's voluntary or regulatory codes of practice, is not eligible. It is the responsibility of the Entrant to inform the organisers should their Entry breach the provisions of this paragraph prior to the judging and Awards Ceremony.

12. Work must have aired, launched or been released to the public for the first time between September 30th 2025 – October 31st 2026 and must not previously have been entered for any previous INDIE AWARDS.

13. To help maintain the integrity of the judging process, please ensure that there is no mention either of the name of the entering agency or any other contributing creative agency, in any of materials submitted. Failure to do so may result in the exclusion of that material or the disqualification of the entry at the sole discretion of the organisers.

14. Case studies, videos and entry content must be in English or include a translation.

15. Judging will be based on set criteria for each category and entrants are advised to review these criteria and prepare their submissions accordingly giving appropriate recognition of the weightings of the various criteria

1. Once an entry has been submitted, no changes, replacements or additions can be accepted under any circumstance following the closing date less agreed in writing with the organisers.

9. Entry material, including case films and images must be final at the point of entry completion. No replacement or additional material will be accepted after an entry has been finalised and received by THE INDIE AWARDS.

10. Submission of entries must be made by 23:59 Pacific Time, 3rd December 2026, unless extended at the sole discretion of the organisers.

11. Entrants must submit their work according to our entry deadlines. This allows sufficient time for entries to be processed and reviewed, and for any issues to be resolved.

20. Entries must be submitted for specific categories; however, the same campaign can be submitted for more than one category. If this is the case, we recommend that supporting information is tailored to the requirements of each category.

21. The organisers may at any time request media scheduling details, client confirmation in writing or any other further information needed to verify the authenticity of a piece of work.

22. In the event of a complaint against any winning or shortlisted entry, the Awards team will conduct an investigation into each case. If the complaint is upheld and rule(s) are found to have been broken, submissions will be withdrawn accordingly: any trophy awarded must be returned and will be awarded retrospectively to entry(ies) which would otherwise have won. No refunds of entry fees will be permitted.

23. Entrants should use honesty and integrity in the preparation of their submissions. Entrants or companies who have proved to have deliberately and knowingly contravened any rules relating to eligibility, may be barred from entering future Awards for a period time specified at the sole discretion of the organisers

24. By submitting a campaign and associated material for THE INDIE AWARDS, the entrants (and via them, the commissioning client) acknowledges and agrees that all and any such material may be used for the award's promotional purposes and may be made available to the general public. Any specifics that are not for publication but are only for the purpose of assessment by the judges, should be clearly identified.

25. Entrants warrant that all work submitted (film, sound, graphics etc.) are licensed for public sharing within the context of THE INDIE AWARDS.

26. Each entrant accepts full responsibility for the quality of entries and discharges THE INDIE AWARDS from any responsibility in respect of third parties.

27. All entrants will strictly observe the above Entry Rules. Completion of the entry form will imply full acceptance by each entrant of the Entry Rules. Non-compliance with any of the Entry Rules will result in automatic disqualification of the entry.

28. Entries will not be considered completed until the compulsory media has been uploaded online and full payment has been made.

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29. THE INDIE AWARDS are judged by a panel of international jurors selected by the organisers. Judging will be based on the submitted materials against the relevant criteria for the category. Judging will be a two-stage process, an an initial shortlisting following a set scoring process and then a discussion between jurors to select the winners in each category. All judges' decisions are confidential and no correspondence on them will be entered, there maybe some feedback for the winning entry shared when the winner is announced.

30. The Awards Ceremony will be held on 14th January 2027, with speakers and judges participating in person and remotely. All shortlisted entrants are encouraged to attend in person or virtually. If unable to do, they are required to nominate a representative to do so and accept the awards if applicable.

31. All shortlisted agencies will be required to submit a video case study with their submission. If selected as a winner, this may be shown during the Awards ceremony.

32. Entrants may be required to supply additional material of any shortlisted or winning work for promotional publication and exhibitions held before, during, or after the India Awards presentation ceremony.

33. In order to promote THE INDIE AWARDS, the organisers may:
    - Screen or publish all materials submitted to the organisers for purposes of conducting and promoting THE INDIE AWARDS, including all entry/campaign, with or without charge at public or private presentations, in such manner and form as the organisers reasonably think fit;
    - Reproduce all materials submitted to the organisers for the purpose of conducting and promoting THE INDIE AWARDS;
    - Permit the material to be used directly or indirectly for the purpose of promoting THE INDIE AWARDS. This may include adaptation/translation by a third party; provided, however, that THE INDIE AWARDS shall exclude any action that may violate (a) any applicable law, or (b) any restriction placed on the use of that material by its legal owner, permitted licensee or third party whose property is included within such material as disclosed to the organisers by the entrant and notified to the Organiser as detailed below (each of (a), and (b), being a "Restriction").

34. To the extent that the entrant is not the owner of the material comprising the campaign, the organiser's exercise of THE INDIE AWARDS Purposes shall be subject to Restrictions. The entrant shall use commercially reasonable endeavours to ensure that the organiser may exercise THE INDIE AWARDS Purposes, but shall not, in any event, be required to spend any money in order to permit the organiser to do so, and entrant's failure to obtain sufficient rights in order to enable the organiser to do so shall not give rise to any liability on entrant's part; and the entrant shall notify the organiser in writing (including by e-mail) of any Restriction as soon as reasonably practical on becoming aware of the same. For the avoidance of doubt, "commercially reasonable endeavours" shall include the entrant using its commercially reasonable efforts to attempt to cause the applicable third parties to agree to permit the Organiser to exercise THE INDIE AWARDS purposes but shall not require the entrant to retrospectively amend or agree new terms of engagement for any Campaign already commissioned.

35. Each entrant agrees to assist THE INDIE AWARDS organisers (at the sole cost and expense of THE INDIE AWARDS organisers) in every reasonable way in supporting any legal action that may be taken against THE INDIE AWARDS in relation to the exercise of the rights set out in the paragraph above and to supply information to THE INDIE AWARDS organisers immediately should they become aware that an unauthorised collection or compilation including their materials is available for sale or distribution.

36. Each entrant confirms to the organisers that they have the legal right to enter the campaign into THE INDIE AWARDS on the terms of these entry rules, subject to any Restrictions.

37. Each entrant accepts full responsibility for the quality of entries and discharges the Organisers from any responsibility in respect of third parties.

38. THE INDIE AWARDS trophies are the intellectual property, copyright, design rights and trademark rights, of thenetworkone Online Limited. thenetworkone Online Limited have the exclusive right to and not limited to, reproduce, manufacture, copy, and sell the trophies in any size or medium, and to distribute or exploit the design of the trophies or reproductions of same by gift, sale, re-sale or license. No reproduction, replica or other copy of the trophies may be made or used by any manufacturer, advertiser, organisation or individual except in accordance with these terms unless you have the prior express written consent or license from thenetworkone Online Limited.

39. These Entry Rules shall be governed by and construed according to English law and the parties submit to the exclusive jurisdiction of the English courts.

40. The organisers reserve the right to request a full media schedule from each entrant agency to verify authenticity of the entry in the event that entry is shortlisted or a winner.

1. The fee for each entry will be £250 GBP subject to changes for early or late bird entries or promotions solely run by thenetworkone to incentivise entries. Late entries may be accepted (prior to the commencement of any judging) for an additional fee, at the organisers' sole discretion. For entries submitted before 3rd December 2026, full thenetworkone Members are entitled to 1 free entry, and thereafter one free entry for every two additional paid submissions made (ie 3 for2). Accredited Members will receive just the 3 for 2 offer.

39. In the case a submission is made by an agency employing a judge on that category panel, the judge shall be obliged to declare a vested interest and to decline from judging or commenting on his/her own agency's work.

40. Where AI has been used to formulate or edit any submission copy for the INDIE AWARDS – this needs to be clearly stated at the start of the submission.

41. The organisers are under no obligation to award the stated prizes if the quality of entries submitted, does in the pinion of the judge, not warrant an award and the organisers may combine award categories and/or prizes or trophies in the event of insufficient entries to those categories.

JUDGING GUIDELINES

PROCESS

- The first round of judging will be conducted online
- Each entry will be judged by at least three judges according to clear criteria outlined previously per category. No judge will judge their own agency's work or work where they have a personal involvement.
- If there are more judges needed, they will be named. In this case, each judge's score will be weighted (to account for some judges being more generous than others)
- Unusual scores will be flagged and will be re-assessed by new judges
- The five entries in each category with the highest average scores will be shortlisted. Shortlisted agencies will be announced 5th January 2026.
- After the shortlisting, judges from each category will convene (in person or by conference call) to deliberate and identify the top winners per category
- Once eight winners have been selected, judges across all categories will convene to determine one winner of "Best-In-Show"
- All top prize winners including "Best-in-Show" will be announced at THE INDIE AWARDS Presentation Party on 14th **January 2027** in central London

JUDGES

The judges are the very best leaders and creative talent from the top independent agencies , friends and stakeholders. Our judges have included:

- Talented, India
- Zulu Alpha Kilo, Canada
- Special, New Zealand
- We are Sunday, UK
- Walnut, UAE
- JIN, France
- Ivalo, Finland
- Origin8, Ghana
- Action PR Global, Greece
- Neon2020, Italy
- Ultra Super New, Japan
- Brightmind, Sweden
- Crossmedia, Germany
- WE Communications, Singapore
- Promise, South Africa
- Komunikacijski Laboratorij, Croatia
- Par3, Morrocco
- United Media Services, Oman
- Thinkerbell, Australia
- Serviceplan
- Little Black Book
- The Financial Times
- Google
- TikTok
- Propel, The Phillipines
- Generation Media
- Approach Communications
- Chord Asia Limited
- TIMA Agency
- Inbrax
- CRACK THE NUTS
- DUDE
- Asiatic MCL
- Retroviral
- Liwa Content Driven
- SAMY Alliance
- Pristop
- PrettyGreen
- Cap et Cime
- Transform-Renew-Sustain (TRS) Ltd.
- SOUR Bangkok

Judges will be announced on the Indie Awards website soon.

GENERAL ENTRY REQUIREMENTS

ENTRY GUIDELINES

- All work must have been released to public for the first time between September 30th 2025 – October 31st 2026 and must not previously have been entered for any previous INDIE AWARDS.
- Each campaign constitutes one entry.
- All entries must relate to one campaign. Entries relating to more than one campaign (even if promoting same client), must be entered individually and paid for as separate entries.
- Same entry may be entered in multiple categories, if eligible.
- If a single entry is entered more than once it is highly recommended that the presentation of each is tailored to highlight the elements most relevant to the chosen categories.
- Please carefully check the credits you have entered. If you are shortlisted or a winner, these credits will be published as you have typed them. Credits cannot be altered before and/or during judging.
- Please ensure you do not refer to the name of your agency or any contributing creative companies anywhere on your submission materials (both copy and image/video).
- We will not accept replacement media, so please make sure that the version you have uploaded is final and can be used for judging AND shown publicly.

FILE GUIDELINES

- All submissions should be digital, no hardcopies or physical materials will be considered.
- Judges will not be forced to watch or read all content but entrants are assured that they will be requested to view a reasonable amount in order to judge the work.
- Please make sure that any material provided can be easily understood and shown to the jury. Entries which are not in English should be translated or accompanied by a full translation.
- It will be in your own interest to explain or translate any specific word play or local, social, cultural or political references and nuances.
- As applicable and possible, please submit the actual content as it was received by its intended audience (adverts as they were aired, print ads as they were printed, etc.). However, you should ensure that all agency/production company names and ‘people’ credits have been removed. Reference to the client's name (even if they contributed to the work) is of course acceptable.
- Entrants are responsible for ensuring that they have the right to use the content contained in their entry material. This should include use in public domain within the context of the INDIE AWARDS purposes .
- All files must not exceed 250MB.
- Accepted File Types: (jpg, JPG, jpeg, png, gif, pdf, doc, docx, mp3, avi, wmv, mpg, mov, mp4, mpeg).

SUBMISSION MATERIALS GUIDELINES

The intention is to keep rules for submission simple so that as far as possible materials prepared for other major awards programs can be easily adapted for the INDIE AWARDS. Below please find general guidelines for submission materials, please refer to respective category slide to see which will be required per category.

CASE VIDEO

- If submitted, the case video will be viewed by the judges during voting and deliberations and could be used if your entry is a winner or shortlisted in post-event promotions.
- The video should contain some key visuals – video, still images, or any other appropriate footage to best explain the campaign with a simple, clear commentary in English.
- The maximum length should be 3-minutes. If it extends past 3-minutes, your submission will be disqualified.
- You should upload your Case Film as MOV/MP4/WMF/WMV/MPG/MPEG file when you submit your entry using the online upload facility. Please note the file size can be no more than 250MB.

WRITTEN CASE

- If submitted, the written case will be reviewed by the judges during voting and deliberations.
- The case should be an overview of the submitted campaign or work and an analysis of its likely or proven effectiveness.
- We recommend you provide an overview of the submitted material/campaign from start to finish including the challenge, objectives, strategy, idea, and execution.
- The work should be no more than 950 words. If the case is longer than 950-words, your submission will be disqualified.
- You should upload your written case as a PDF, DOC(X), PPT(X).

SUPPORTING MATERIALS

- Depending on the type of entry you are submitting, please consider supplying a digital representation of relevant support material.
- The materials should include but are not limited to the actual content for submission and if possible, in its original context. For example, if submitting a print ad, if possible, please provide the digital version of the surrounding material to provide contextual evidence.
- Most file types will be accepted (mp3, mp4, MOV, JPEG, PDF, DOC, PPT, etc.)
- Files may not exceed 250MB.

PR AND EARNED MEDIA

- BEST LIFESTYLE/B2C PR CAMPAIGN 2027
- BEST B2B PR CAMPAIGN 2027
- BEST INTEGRATED PR CAMPAIGN 2027

BEST LIFESTYLE/B2C PR CAMPAIGN 2027

DEFINITION

Creative use of editorial, social and other 'earned' media to create visibility, interest and positive attitudes for brands, businesses or organisations.

Awarded to the freshest creative PR ,social media and experiential campaigns, programs, tactics that actively engage consumers/audiences with products/brands/organisation and demonstrate the highest levels of strategic planning, creativity and business results.

ELIGIBILITY

Open to all **independent** agencies (as defined in the Rules & Terms) involved in the use of PR for communications purposes around the world: agencies of any specialism, including but not limited to PR consultancies, digital and social media agencies, etc..

Work in any sector, any specialism, and utilising any medium is eligible for submission.

Entries must be of campaigns led by PR/earned media **OR** of campaigns with exceptional examples of PR/earned media

JUDGING CRITERIA

1) **Research, Insight and Strategy (30%)**
   Depth of audience insight and clarity of strategic thinking.
2) **Originality of Idea / Creativity (30%)**
   Freshness and creative distinctiveness of the central idea.
3) **Quality of Execution (20%)**
   Craft and consistency of delivery across all touchpoints.
4) **Documented Results (20%)**
   Evidence of impact or show of effectiveness.

ENTRY MATERIALS

Please submit either a case study OR a case film:

- Case study: Max 950 words; PDF, DOC(X), PPT(X)
- Case films: Video up to 3-minutes long; MOV/MP4/WMF/WMV/MPG/MPEG(2); Max 250MB

You may also submit additional relevant supporting materials. This could include a video or case history if you've not included it above

- Must be digital – NO hardcopies will be accepted
- Most file types are accepted
- Max 250MB

NB: do not enter work for a charity, not-for-profit organisation or NGO in this category. Such work should be entered only in the "Public Good" category.

BEST B2B PR CAMPAIGN 2027

DEFINITION

Strategic and creative use of stakeholder engagement, including earned media, to enhance corporate reputation by the building and preservation of trust and understanding between individuals, business or organisations and their publics/audiences.

Awarded to the freshest creative PR campaigns, programs and tactics that create positive sustainable engagement between businesses and organisations and their customers, stakeholders and other stakeholders, and demonstrate the highest levels of strategic planning, creativity and business results.

ELIGIBILITY

Open to all **independent** agencies (as defined in the Rules & Terms) involved in the use of PR for communications purposes around the world: agencies of any specialism, including but not limited to PR and Public Affairs consultancies, digital and social media agencies, etc..

Work in any sector, any specialism, and utilising any medium is eligible for submission.

Entries must be of campaigns led by PR/earned media **OR** of campaigns with exceptional examples of PR/earned media.

JUDGING CRITERIA

1) **Strategy and Research (30%)**
   Depth of stakeholder understanding and clarity of approach.
2) **Originality of Idea/Approach (20%)**
   Freshness and distinctiveness of the campaign idea.
3) **Quality of Execution (20%)**
   Craft and consistency of delivery.
4) **Documented Results (30%)**
   Evidence of impact on trust, reputation or stakeholder engagement.

ENTRY MATERIALS

Please submit either a case study OR a case film:

- Case study: Max 950 words; PDF, DOC(X), PPT(X)
- Case films: Video up to 3-minutes long; MOV/MP4/WMF/WMV/MPG/MPEG(2); Max 250MB

You may also submit additional relevant supporting materials. This could include a video or case history if you've not included it above

- Must be digital – NO hardcopies will be accepted
- Most file types are accepted
- Max 250MB

NB: do not enter work for a charity, not-for-profit organisation or NGO in this category. Such work should be entered only in the "Public Good" category.

BEST INTEGRATED PR CAMPAIGN 2027

DEFINITION

This category recognises PR-led campaigns that combine multiple PR and earned-media tactics — for example media relations, digital PR, social, influencer engagement, content and events — into one cohesive strategy, rather than relying on a single tactic in isolation. The integration being judged is within PR/communications itself: entries do not need to involve other marketing disciplines such as paid media or creative, though they may. Judges will be looking for evidence that the different PR tactics were planned to work together toward one story and one set of objectives, not run as separate, disconnected activities.

ELIGIBILITY

Open to all independent agencies (as defined in the Rules & Terms) involved in the use of PR for communications purposes around the world: agencies of any specialism, including but not limited to PR and Public Affairs consultancies, digital and social media agencies, etc.

Entries must combine at least two distinct PR/earned-media tactics (e.g. media relations, digital PR, social, influencer, content, events) as part of one coordinated campaign. Campaigns built around a single PR tactic should be entered into Best Lifestyle/B2C PR Campaign or Best B2B PR Campaign instead.

JUDGING CRITERIA

1) **Strength of the strategy and how the different PR tactics were orchestrated together (30%)**
   How clearly the tactics were planned to work as one strategy.
2) **Originality of idea/approach (20%)**
   Freshness of the central idea connecting the campaign.
3) **Quality of execution across all included tactics (25%)**
   Consistency and craft across every tactic used.
4) **Documented Results (25%)**
   Evidence of impact or show of effectiveness.

ENTRY MATERIALS

Please submit either a case study OR a case film:

- Case study: Max 950 words; PDF, DOC(X), PPT(X)
- Case films: Video up to 3-minutes long; MOV/MP4/WMF/WMV/MPG/MPEG(2); Max 250MB

You may also submit additional relevant supporting materials. This could include a video or case history if you've not included it above

- Must be digital – NO hardcopies will be accepted
- Most file types are accepted
- Max 250MB

NB: do not enter work for a charity, not-for-profit organisation or NGO in this category. Such work should be entered only in the "Public Good" category.

SOCIAL

- BEST SOCIAL FIRST 2027

BEST SOCIAL FIRST 2027

DEFINITION

This category recognises campaigns conceived natively for social platforms — where social was the lead channel from the outset, not a supporting element of a traditional campaign. Influencer partnerships may form part of the approach but are not required. Judges will be looking for platform-native thinking: format, tone and culture built for social, rather than traditional assets repurposed for it.

ELIGIBILITY

Open to all independent agencies (as defined in the Rules & Terms) of all sectors and disciplines, involved in producing social-first work — including but not limited to PR, creative, media and social/digital specialist agencies.

Entries must have been planned and executed with social platforms as the primary channel. Work where social played a secondary or supporting role within a wider traditional campaign should be entered in the relevant discipline category instead.

JUDGING CRITERIA

1) **Platform-native creativity and cultural relevance (35%)**
   Built for social culture and format, not repurposed onto it.
2) **Strategic use of social channels/formats and, where used, influencer partnerships (20%)**
   How deliberately channels, formats and influencers were chosen.
3) **Quality of execution (20%)**
   Craft and consistency of the content itself.
4) **Documented Results (25%)**
   Evidence of impact or show of effectiveness.

ENTRY MATERIALS

Please submit either a case study OR a case film:

- Case study: Max 950 words; PDF, DOC(X), PPT(X)
- Case films: Video up to 3-minutes long; MOV/MP4/WMF/WMV/MPG/MPEG(2); Max 250MB

You may also submit additional relevant supporting materials. This could include a video or case history if you've not included it above

- Must be digital – NO hardcopies will be accepted
- Most file types are accepted
- Max 250MB

NB: do not enter work for a charity, not-for-profit organisation or NGO in this category. Such work should be entered only in the "Public Good" category.

CREATIVE

- BEST CREATIVE (AUDIOVISUAL/DIGITAL) 2027BEST
- BEST CREATIVE (PRINT & DESIGN) 2027
- BEST CREATIVE (OUT OF HOME: OOH) 2027
- BEST CREATIVE (RE-BRAND) 2027

BEST CREATIVE (AUDIOVISUAL/DIGITAL) 2027

DEFINITION

The Audiovisual Creativity Award is open to submissions of either full campaigns or individual materials/content that demonstrate the true spirit of creativity: online or offline or both. This can include but is not limited to examples of creativity in outdoor, TVC, experiential, film, etc..

Awarded to entries that demonstrate a high quality and aesthetic and developed from an insight or objective. Judges will evaluate how effective (for measurable entries) or how *likely* effective (for other entries) the work may have been. Judges will be encouraged to evaluate the quality and originality of the work within the context of its category.

ELIGIBILITY

Open to all **independent** agencies (as defined in the Rules & Terms) involved in communications around the world including but not limited to agencies of any specialism, consultancies, etc..

Work in any sector (FMCG, B2B, etc.), and principally utilising any medium (TV, radio, cinema, digital, outdoor, experiential, etc.) is eligible for submission.

JUDGING CRITERIA

1) **Research, Insight and Strategy (20%)**
   Clarity of the insight or objective the work is built on.
2) **Originality of Idea / Creativity (30%)**
   Freshness and distinctiveness of the creative idea.
3) **Quality of Execution (25%)**
   Craft, aesthetic and production quality.
4) **Documented Results (25%)**
   Evidence of impact or show of effectiveness.

ENTRY MATERIALS

Please submit either a case study OR a case film:

- Case study: Max 950 words; PDF, DOC(X), PPT(X)
- Case films: Video up to 3-minutes long; MOV/MP4/WMF/WMV/MPG/MPEG(2); Max 250MB

You may also submit additional relevant supporting materials. This could include a video or case history if you've not included it above

- Must be digital – NO hardcopies will be accepted
- Most file types are accepted
- Max 250MB

NB: do not enter work for a charity, not-for-profit organisation or NGO in this category. Such work should be entered only in the "Public Good" category.

BEST CREATIVE (PRINT & DESIGN) 2027

DEFINITION

The Print & Design Creativity Award is open to submissions of either full campaigns or individual materials/content that demonstrate the true spirit of creativity. This can include but is not limited to examples of creativity in printed media such as newspapers, magazines, displays, promotional material, packaging, stationery, etc..

Awarded to entries that demonstrate a high quality and aesthetic and developed from an insight or objective. Judges will evaluate how effective (for measurable entries) or how *likely* effective (for other entries) the work may have been. Judges will be encouraged to evaluate the quality and originality of the work within the context of its category.

ELIGIBILITY

Open to all **independent** agencies (as defined in the Rules & Terms) involved in communications around the world including but not limited to agencies of any specialism, consultancies, etc..

Work in any sector (FMCG, B2B, etc.), and principally utilising any owned or paid medium (newspaper, magazine, promotional material, displays, stationery, signage, packaging etc.) is eligible for. submission

JUDGING CRITERIA

1) **Research, Insight and Strategy (20%)**
   Clarity of the insight or objective the work is built on.
2) **Originality of Idea / Creativity (30%)**
   Freshness and distinctiveness of the creative idea.
3) **Quality of Execution (25%)**
   Craft, aesthetic and production quality.
4) **Documented Results (25%)**
   Evidence of impact or show of effectiveness.

ENTRY MATERIALS

Please submit either a case study OR a case film:

- Case study: Max 950 words; PDF, DOC(X), PPT(X)
- Case films: Video up to 3-minutes long; MOV/MP4/WMF/WMV/MPG/MPEG(2); Max 250MB

You may also submit additional relevant supporting materials. This could include a video or case history if you've not included it above

- Must be digital – NO hardcopies will be accepted
- Most file types are accepted
- Max 250MB

NB: do not enter work for a charity, not-for-profit organisation or NGO in this category. Such work should be entered only in the "Public Good" category.

BEST CREATIVE (OUT OF HOME: OOH) 2027

DEFINITION

This Out of Home / Outdoor Advertising Award is open to submissions of either full campaigns or individual materials/content that demonstrate a true spirit of creativity. This can include but is not limited to examples of creativity in billboards, digital outdoor spaces or activations that have left a lasting impact on a passing audience.

Awarded to entries that demonstrate a high quality and aesthetic and developed from an insight or objective. Judges will evaluate how effective, bold, interactive, or contextually relevant the advertising was to create a memorable experience. This might involve bold ideas or new technology and could be part of a wider campaign or a stand-alone project.

ELIGIBILITY

Open to all **independent** agencies (as defined in the Rules & Terms) involved in communications around the world including but not limited to agencies of any specialism, consultancies, etc..

Work in any sector (FMCG, B2B, etc.), and principally utilising any owned or paid medium (out of home billboards, digital spaces, event activations) will be eligible for submission.

JUDGING CRITERIA

1) **Research, Insight and Strategy (20%)**
   Clarity of the insight or objective behind the work.
2) **Originality of Idea / Creativity (35%)**
   Boldness and distinctiveness of the idea.
3) **Quality of Execution (25%)**
   Craft and production quality of the work.
4) **Documented Results or Impact (20%)**
   Evidence of impact, or how memorable and effective the work was.

ENTRY MATERIALS

Please submit either a case study OR a case film:

- Case study: Max 950 words; PDF, DOC(X), PPT(X)
- Case films: Video up to 3-minutes long; MOV/MP4/WMF/WMV/MPG/MPEG(2); Max 250MB

You may also submit additional relevant supporting materials. This could include a video or case history if you've not included it above

- Must be digital – NO hardcopies will be accepted
- Most file types are accepted
- Max 250MB

NB: do not enter work for a charity, not-for-profit organisation or NGO in this category. Such work should be entered only in the "Public Good" category.

BEST CREATIVE (RE-BRAND) 2027

DEFINITION

This re-branding category recognises the strategic vision and outstanding creativity executed by an independent agency for any brand, organisation or service line. Judges will be looking for brands that have successfully reinvented or modernised a brand's identity, transforming its image, message and market position through innovative design, messaging, strategy and clever strategic and data driven target customer, stakeholder or consumer understanding.

The re-brand should demonstrate a clear understanding of a brand's values and mission to effectively target that new or existing audience and be able to showcase the full spectrum of that understanding and the measurable impact made after launch.

ELIGIBILITY

Open to all **independent** agencies (as defined in the Rules & Terms) involved in creative marketing, branding and communications around the world including but not limited to agencies of any specialism, consultancies, etc..

Work in any sector (FMCG, B2B, etc.), and has permissions from the client to be used in this awards programme.

JUDGING CRITERIA

1) **Research, Insight and Strategy (20%)**
   Understanding of the brand's values, mission and audience.
2) **Creative Concept including Quality of Design (30%)**
   Strength and originality of the new brand identity.
3) **Quality of Execution and Consistency (25%)**
   Consistent application of the identity across touchpoints.
4) **Documented Results including increase in brand perception and overall business performance (25%)**
   Evidence of measurable impact on perception or performance.

ENTRY MATERIALS

Please submit either a case study OR a case film:

- Case study: Max 950 words; PDF, DOC(X), PPT(X)
- Case films: Video up to 3-minutes long; MOV/MP4/WMF/WMV/MPG/MPEG(2); Max 250MB

You may also submit additional relevant supporting materials. This could include a video or case history if you've not included it above

- Must be digital – NO hardcopies will be accepted
- Most file types are accepted
- Max 250MB

NB: do not enter work for a charity, not-for-profit organisation or NGO in this category. Such work should be entered only in the "Public Good" category.

MEDIA

- BEST MEDIA (OUT OF HOME: OOH/DOOH) 2027
- BEST INTEGRATED MEDIA CAMPAIGN 2027

BEST MEDIA (OUT OF HOME: OOH/DOOH) 2027

DEFINITION

This award recognises outstanding use of Out of Home and Digital Out of Home media — including billboards, transit, street furniture and programmatic DOOH — to build brand awareness, engagement and measurable results for a client. Judges will be looking for campaigns where OOH/DOOH was the primary planning and buying channel, and want to see smart use of location, format, creative adaptation and data-driven targeting.

ELIGIBILITY

Open to all independent agencies (as defined in the Rules & Terms) involved in the use of planning and/or buying media for communications purposes around the world: agencies of any specialism, including but not limited to media consultancies, digital and social media agencies.

Entries must be planned and executed with OOH/DOOH as the primary channel. Campaigns combining OOH/DOOH with other paid media channels should be entered into Best Media: Integrated Media Campaign instead.

JUDGING CRITERIA

1) **Original objectives, insight and strategy (25%)**
   Clarity of the OOH/DOOH planning and buying strategy.
2) **Originality of idea/creativity (35%)**
   Inventive use of location, format and creative adaptation.
3) **Quality of execution (25%)**
   Craft and consistency of the work delivered.
4) **Documented Results (15%)**
   Evidence of impact or show of effectiveness.

ENTRY MATERIALS

Please submit either a case study OR a case film:

- Case study: Max 950 words; PDF, DOC(X), PPT(X)
- Case films: Video up to 3-minutes long; MOV/MP4/WMF/WMV/MPG/MPEG(2); Max 250MB

You may also submit additional relevant supporting materials. This could include a video or case history if you've not included it above

- Must be digital – NO hardcopies will be accepted
- Most file types are accepted
- Max 250MB

NB: do not enter work for a charity, not-for-profit organisation or NGO in this category. Such work should be entered only in the "Public Good" category.

BEST INTEGRATED MEDIA CAMPAIGN 2027

DEFINITION

This category recognises media-led campaigns that combine two or more paid media channels — for example TV, digital, OOH, audio, paid social — into a single, cohesive strategy. It rewards the planning, buying and orchestration of a media mix to deliver one unified result, as distinct from excellence within a single channel.

ELIGIBILITY

Open to all independent agencies (as defined in the Rules & Terms) involved in the use of planning and/or buying media for communications purposes around the world: agencies of any specialism, including but not limited to media consultancies, digital and social media agencies.

Entries must include at least two distinct paid media channels working together as part of one strategy.

JUDGING CRITERIA

1) **Original objectives, insight, strategy and channel selection rationale (30%)**
   Clarity of the thinking behind why each channel was chosen.
2) **Quality of execution and cross-channel integration (25%)**
   How well the channels worked together as one campaign.
3) **Documented Results (35%)**
   Evidence of impact or show of effectiveness.
4) **Budget efficiency and innovative use of the media mix (10%)**
   How smartly budget and channel mix delivered the result.

ENTRY MATERIALS

Please submit either a case study OR a case film:

- Case study: Max 950 words; PDF, DOC(X), PPT(X)
- Case films: Video up to 3-minutes long; MOV/MP4/WMF/WMV/MPG/MPEG(2); Max 250MB

You may also submit additional relevant supporting materials. This could include a video or case history if you've not included it above

- Must be digital – NO hardcopies will be accepted
- Most file types are accepted
- Max 250MB

NB: do not enter work for a charity, not-for-profit organisation or NGO in this category. Such work should be entered only in the "Public Good" category.

INDUSTRY

- PUBLIC GOOD AWARD 2027
- ENERGY / SUSTAINABILITY CAMPAIGN OF THE YEAR 2027
- B2B CAMPAIGN OF THE YEAR 2027
- HEALTHCARE CAMPAIGN OF THE YEAR 2027
- GOVERNMENT & NOT FOR PROFIT CAMPAIGN OF THE YEAR 2027

PUBLIC GOOD AWARD 2027

DEFINITION

A marketing, promotional or communications campaign, in any discipline (creative, media, PR) or combination of disciplines, commissioned and produced for a charity, not-for-profit organisation or NGO. Entries should be created for public benefit rather than commercial objectives, and must not be for paid recruitment purposes. Work commissioned by or for a commercial enterprise — even where the campaign supports a charitable or philanthropic aim — should not be entered in this category.

ELIGIBILITY

Open to all independent agencies (as defined in the Rules & Terms) of all sectors and disciplines, involved in producing work for a charity, not-for-profit organisation or NGO.

Work in any medium (TV, radio, cinema, digital, newspaper, magazine, promotional material, displays, packaging etc.) is eligible for submission.

JUDGING CRITERIA

1) **Research, Insight and Strategy (25%)**
   Clarity of the insight or objective behind the campaign.
2) **Originality of Idea / Creativity (25%)**
   Freshness and distinctiveness of the creative idea.
3) **Quality of Execution (25%)**
   Craft and consistency of delivery.
4) **Documented Results (25%)**
   Evidence of impact or show of effectiveness.

ENTRY MATERIALS

Please submit either a case study OR a case film:

- Case study: Max 950 words; PDF, DOC(X), PPT(X)
- Case films: Video up to 3-minutes long; MOV/MP4/WMF/WMV/MPG/MPEG(2); Max 250MB

You may also submit additional relevant supporting materials. This could include a video or case history if you've not included it above

- Must be digital – NO hardcopies will be accepted
- Most file types are accepted
- Max 250MB

ENERGY / SUSTAINABILITY CAMPAIGN OF THE YEAR 2027

DEFINITION

This award calls for agencies who have worked on a creative, media or communications campaign in the energy, sustainability or ESG sector. The Judges will be looking for clear and concise objectives, exception generation of bold ideas and imagery, crystal clear communication strategies, innovative channel integration, effective use of personalisation and earned media and/or media buying, clever use of tools and budget, and demonstrably measured positive impact for the client, consumer and/or customer.

Campaigns that can demonstrate changes in consumer behaviour, successful amplification of products or services that contribute to net zero, entry or launch of a new product or service in this market or campaigns that have had significant impact in line with the UN Development Goals will be well received.

ELIGIBILITY

Open for nominations from existing and active **independent** agencies (as defined in the Rules & Terms) of all sectors and disciplines. Entrants need not be thenetworkone full members but must be accredited or affiliated with our global network.

Please ensure you state the size of your agency and total campaign budget so it can be judged fairly with those facts in mind.

All entries in this category need to be executed in the Energy, ESG or Sustainability sector and have permission from the Brand to enter the works.

JUDGING CRITERIA

1) **Research, Insight and Strategy (20%)**
   Clarity of objectives and understanding of the sector context.
2) **Originality of Idea / Creativity (30%)**
   Boldness and freshness of the ideas and imagery used.
3) **Quality of Execution (25%)**
   Craft, channel integration and consistency of delivery.
4) **Documented Results (25%)**
   Evidence of measurable positive impact for client or customer.

ENTRY MATERIALS

Please submit either a case study OR a case film:

- Case study: Max 950 words; PDF, DOC(X), PPT(X)
- Case films: Video up to 3-minutes long; MOV/MP4/WMF/WMV/MPG/MPEG(2); Max 250MB

You may also submit additional relevant supporting materials. This could include a video or case history if you've not included it above

- Must be digital – NO hardcopies will be accepted
- Most file types are accepted
- Max 250MB

NB: do not enter work for a charity, not-for-profit organisation or NGO in this category. Such work should be entered only in the "Public Good" category.

B2B CAMPAIGN OF THE YEAR 2027

DEFINITION

The B2B Award celebrates outstanding work by independent agencies in the marketing, communications, PR, and advertising sectors that have achieved remarkable success for their business-to-business clients.

This category recognises innovative strategies, creative excellence, and impactful campaigns that have driven tangible results in the B2B space. Whether it's boosting brand visibility, generating leads, or enhancing client engagement, this award honours agencies that have effectively navigated the complexities of B2B marketing, delivering exceptional value and measurable outcomes for their clients. If your agency has transformed B2B challenges into success stories, this award is your chance to shine.

ELIGIBILITY

Open for nominations from existing and active **independent** agencies (as defined in the Rules & Terms) of all sectors and disciplines. Entrants need not be thenetworkone full members but must be accredited or affiliated with our global network.

Please ensure you state the size of your agency and total campaign budget so it can be judged fairly with those facts in mind.

JUDGING CRITERIA

1) **Research, Insight and Strategy (20%)**
   Clarity of understanding of the B2B audience and objectives.
2) **Originality of Idea / Creativity (30%)**
   Freshness and distinctiveness of the strategic approach.
3) **Quality of Execution (25%)**
   Craft and consistency of delivery.
4) **Documented Results (25%)**
   Evidence of tangible impact on visibility, leads or engagement.

ENTRY MATERIALS

Please submit either a case study OR a case film:

- Case study: Max 950 words; PDF, DOC(X), PPT(X)
- Case films: Video up to 3-minutes long; MOV/MP4/WMF/WMV/MPG/MPEG(2); Max 250MB

You may also submit additional relevant supporting materials. This could include a video or case history if you've not included it above

- Must be digital – NO hardcopies will be accepted
- Most file types are accepted
- Max 250MB

NB: do not enter work for a charity, not-for-profit organisation or NGO in this category. Such work should be entered only in the "Public Good" category.

HEALTHCARE CAMPAIGN OF THE YEAR 2027

DEFINITION

The Healthcare Sector Award honours independent agencies in the marketing, communications, PR, and advertising industries that have delivered exceptional results for clients in the healthcare sector.

This category recognises agencies that have crafted impactful campaigns, innovative strategies, and creative solutions tailored to the unique challenges and opportunities within healthcare. Whether promoting patient engagement, enhancing brand awareness, or driving behaviour change, this award celebrates work that has made a significant difference in healthcare communication. If your agency has helped healthcare clients navigate complex regulations, reach their audience, and achieve their goals, this award is your opportunity to be recognised.

ELIGIBILITY

Open for nominations from existing and active **independent** agencies (as defined in the Rules & Terms) of all sectors and disciplines. Entrants need not be thenetworkone full members but must be accredited or affiliated with our global network.

Please ensure you state the size of your agency and total campaign budget so it can be judged fairly with those facts in mind.

JUDGING CRITERIA

1) **Research, Insight and Strategy (20%)**
   Understanding of the healthcare audience, context and regulations.
2) **Originality of Idea / Creativity (30%)**
   Freshness and distinctiveness of the campaign idea.
3) **Quality of Execution (25%)**
   Craft and consistency of delivery.
4) **Documented Results (25%)**
   Evidence of impact on engagement, awareness or behaviour.

ENTRY MATERIALS

Please submit either a case study OR a case film:

- Case study: Max 950 words; PDF, DOC(X), PPT(X)
- Case films: Video up to 3-minutes long; MOV/MP4/WMF/WMV/MPG/MPEG(2); Max 250MB

You may also submit additional relevant supporting materials. This could include a video or case history if you've not included it above

- Must be digital – NO hardcopies will be accepted
- Most file types are accepted
- Max 250MB

NB: do not enter work for a charity, not-for-profit organisation or NGO in this category. Such work should be entered only in the "Public Good" category.

GOVERNMENT & NOT FOR PROFIT CAMPAIGN OF THE YEAR 2027

DEFINITION

The Government and Not-for-Profit Award recognises independent agencies in the marketing, communications, PR, and advertising sectors that have delivered outstanding campaigns for government bodies and not-for-profit organisations.

This category honours agencies that have successfully navigated the unique challenges of the public interest or charity sector, whether through domestic or international campaigns. Recognising that entries will come from diverse countries and cultures, and cover a broad range of non commercial areas, this award celebrates work that has driven meaningful change, changed or encouraged behaviour, increased public engagement, or furthered important causes across regions or borders. If your agency has crafted powerful messages and impactful strategies that resonate globally or within specific cultural contexts, this is your opportunity to be recognised.

ELIGIBILITY

Open for nominations from existing and active **independent** agencies (as defined in the Rules & Terms) of all sectors and disciplines. Entrants need not be thenetworkone full members but must be accredited or affiliated with our global network.

Please ensure you state the size of your agency and total campaign budget so it can be judged fairly with those facts in mind.

JUDGING CRITERIA

1) **Research, Insight and Strategy (20%)**
   Clarity of understanding of the public or cultural context.
2) **Originality of Idea / Creativity (30%)**
   Freshness and distinctiveness of the campaign idea.
3) **Quality of Execution (25%)**
   Craft and consistency of delivery.
4) **Documented Results (25%)**
   Evidence of meaningful change or engagement achieved.

ENTRY MATERIALS

Please submit either a case study OR a case film:

- Case study: Max 950 words; PDF, DOC(X), PPT(X)
- Case films: Video up to 3-minutes long; MOV/MP4/WMF/WMV/MPG/MPEG(2); Max 250MB

You may also submit additional relevant supporting materials. This could include a video or case history if you've not included it above

- Must be digital – NO hardcopies will be accepted
- Most file types are accepted
- Max 250MB

NB: do not enter work for a charity, not-for-profit organisation or NGO in this category. Such work should be entered only in the "Public Good" category.

TECHNOLOGY AND INNOVATION

- INNOVATION & MARTECH EXCELLENCE 2027

INNOVATION & MARTECH EXCELLENCE 2027

DEFINITION

This award recognises independent agencies using innovative technology, data, AI or marketing technology (martech) to solve a client problem or create a measurably better result. Judges will be looking for smart, effective use of tools and technology — whether a novel platform, a clever data application, an AI-powered solution or an innovative use of marketing technology — that delivered a genuine step-change in outcome for the client, not technology used for its own sake.

ELIGIBILITY

Open for nominations from existing and active independent agencies (as defined in the Rules & Terms) of all sectors and disciplines. Entrants need not be thenetworkone full members but must be accredited or affiliated with our global network.

Please ensure you state the size of your agency and total campaign budget so it can be judged fairly with those facts in mind.

All entries in this category should evidence a clear technology, data, AI or martech component central to the campaign or solution.

JUDGING CRITERIA

1) **Research, Insight and Strategy (20%)**
   Clarity of the problem being solved and thinking behind it.
2) **Originality of Idea / Innovation (30%)**
   How novel or inventive the use of technology, data or AI is.
3) **Quality of Execution (25%)**
   How well the technology or solution was built and delivered.
4) **Documented Results (25%)**
   Evidence of a genuine step-change in outcome for the client.

ENTRY MATERIALS

Please submit either a case study OR a case film:

- Case study: Max 950 words; PDF, DOC(X), PPT(X)
- Case films: Video up to 3-minutes long; MOV/MP4/WMF/WMV/MPG/MPEG(2); Max 250MB

You may also submit additional relevant supporting materials. This could include a video or case history if you've not included it above

- Must be digital – NO hardcopies will be accepted
- Most file types are accepted
- Max 250MB

NB: do not enter work for a charity, not-for-profit organisation or NGO in this category. Such work should be entered only in the "Public Good" category.

PEOPLE, AGENCIES AND RELATIONSHIPS

- RISING STAR 2027
- INDIE LEGEND 2027
- AGENCY OF THE YEAR 2027

RISING STAR 2027

DEFINITION

Our RISING STAR category is designed to recognise the current cohort of rising stars to watch out for - those who deserve recognition for their talent at this stage of their career and ongoing support to become the agency leaders of the future.

This category seeks to recognise the achievements of those who are already inspiring and empowering others no matter what their current experience level, who are already going above and beyond their current responsibilities and those actively working towards their own professional and personal development.

This category is for those working in the marketing communications, media, PR and advertising sectors seeking to nominate our future leaders and the next generation of exceptional role models for the independent agency sector.

ELIGIBILITY

Open to all those currently working in or for **independent** agencies (as defined in the Rules & Terms) of all sectors and disciplines but the nomination must come from a proposer other than the nominee themselves. They need not be thenetworkone full members but must be accredited or affiliated with our global network.

JUDGING CRITERIA

1) Demonstrable excellence in work and creativity: Please highlight the nominee's contributions to creating impactful and effective marketing and communication strategies, demonstrating their ability to excel in their role and contributing to the goals of your agency. **(25%)**

2) Professional Growth and Development: Please provide a summary of the nominee's career progression, professional development initiatives, and any certifications or training they have pursued. Outline how how the nominee has actively sought opportunities for growth, skill enhancement, and learning in the dynamic field of marketing and communication. **(25%)**

3) Collaboration and Leadership Potential: Provide testimonials or descriptions from colleagues, superiors, and/or clients that highlight the nominee's teamwork, technical achievement, empathy, ethics, communication skills, and potential or ability to lead. **(25%)**

4) Impact on Agency and Industry: Please supply any metrics, case studies, or narratives showcasing the nominee's impact on agency performance, client satisfaction, and industry recognition ideally where it has contributed directly to the growth and success of your agency and how they have contributed to the broader industry through their ideas, initiatives, or advocacy. **(25%)**

ENTRY MATERIALS

Please complete our written nomination form outlining why you think this individual deserves this accolade.

You may also submit additional relevant supporting materials. This could include a video or case history if you've not included it above

- Must be digital – NO hardcopies will be accepted
- Most file types are accepted
- Max 250MB

NB: This category will be looking for demonstrable evidence of exceptional progression and dedication to their agencies and community.

INDIE LEGEND 2027

DEFINITION

Our INDIE LEGEND category is designed to recognise those individuals who have gone above and beyond for their independent agency or agencies over a sustained period of time.

We wish to recognise the achievement of professionals who have, through experience and exceptional leadership, become an ambassador and role model for their teams and other existing and future agency leaders.

This category is for those working in the marketing, communications, media, PR and advertising sectors to nominate their agency leaders and those that inspire them. It is a unique chance to recognise those who deserve to be part of a new roll of honour for our industry for their commitment and dedication to exceptional independent agency leadership.

ELIGIBILITY

Open for nominations of founders or owners of existing and active **independent** agencies (as defined in the Rules & Terms) of all sectors and disciplines but the nomination must come from a proposer other than the nominee themselves. They need not be thenetworkone full members but must be accredited or affiliated with our global network.

JUDGING CRITERIA

1) **Entrepreneurial excellence**: Nominees should demonstrate a strong entrepreneurial spirit and a track record of successfully leading and growing their independent agency (or agencies) over an extended period of time (more than 10 years). (25%)
2) **Demonstrable industry impact and leadership:** Nominees should have made a significant impact on the independent sector and their local, employee and client community through their work and that of their agency. (25%)
3) **Sustained client and employee relationships:** Nominees should exhibit a commitment to building and maintaining long-lasting relationships with clients and employees. (25%)
4) **Innovative campaigns and results:** Nominees should have a history of developing and executing innovative and successful campaigns that have garnered attention, recognition, and measurable results. (25%)

ENTRY MATERIALS

Please complete our written nomination form outlining why you think this individual deserves this accolade.

You may also submit additional relevant supporting materials. This could include a video or case history if you've not included it above

- Must be digital – NO hardcopies will be accepted
- Most file types are accepted
- Max 250MB

NB: This category will be looking for demonstrable evidence of personal leadership and contribution to their agencies, the sector and their community

AGENCY OF THE YEAR 2027

DEFINITION

To be recognised as our Independent Agency of the Year we will be looking for evidence of consistent exceptional creativity, strategic excellence, bold ambitions and impactful results for clients. Judges will be seeking evidence not only of outstanding work but also of your positive client relationships, demonstrable growth or sustainability, innovation and/or technology, investment in employee well-being, retention and development, a deep understanding of local market dynamics and exceptional leadership.

JUDGING CRITERIA

1) Creative Excellence (30%)
Evaluate your agency's ability to deliver innovative and impactful creative solutions. Judges will consider the originality, effectiveness, and relevance of the agency's campaigns within your region. Entries should demonstrate how the agency's creative work stands out in the market and resonates with local audiences.

2) Strategic Impact (25%)
Demonstrable strategic thinking and the effectiveness of campaigns in achieving client objectives. How well does your agency understand markets, identify target audiences, and align strategies with client goals.

3) Sustainable Business Growth and Performance (25%)
Judges will consider your agency's business growth, fiscal stability and client retention within the region. Please outline how you nurture and maintain strong relationships with clients.

4) Agency Culture and Leadership (20%)
Outline your internal culture, leadership, and commitment to employee development. This should include how your agency fosters a positive work environment, listens and learns, promotes diversity and inclusion, and invests in the growth and well-being of your team. Judges will consider how these factors contribute to the agency's overall success and reputation within the region.

ELIGIBILITY

Open for nominations from existing and active **independent** agencies (as defined in the Rules & Terms) of all sectors and disciplines. Entrants need not be thenetworkone full members but must be accredited or affiliated with our global network.

Please ensure you state the size and total revenue of your agency so it can be judged fairly for your size and capability.

ENTRY MATERIALS

Please complete our written nomination form outlining why you believe your agency deserves this accolade, addressing the criteria opposite.

You're also welcome to attach supporting materials to bring your entry to life, such as:

- A presentation or video showcasing your work, culture and results (up to 10 slides or 3 minutes; PPT/MOV/MP4/WMF/WMV/MPG/MPEG(2); max 250MB)
- Case studies, client testimonials, or performance data that evidence your growth and impact

ENTRY CHECKLIST

1. The final deadline for completed and paid submission is **23.59 Pacific Time on 3rd December 2026.**

2. Enter at: https://theindieawards.awardstage.com/

3. You will need:
   - Details of entrant and entry
   - Files of work to upload
   - Credit card (Visa or Mastercard) to pay entry fee per entry

4. Full thenetworkone Members are entitled to 1 free entry, and 3for2 after that submission. Accredited Members are entitled to 3for2 on all entries. This is before and up to the deadline of 3rd December 2026