

# INDIE LEGEND 2023

## DEFINITION

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

We wish to recognize 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.

## 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%)

## 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 the network one full members but must be accredited or affiliated with our global network.

## ENTRY MATERIALS

Please complete our written nomination form outlining why you think this individual deserves this accolade. You may also attach a:

- Presentation or video clip up to 10 slides or 3-minutes long; PPT/MOV/MP4/WMF/WMV/MPG/MPEG(2); Max 250MB

**NB:** This category will be looking for demonstrable evidence of personal leadership and will be assessed by the top tier of our judges alongside best in show