

MEMBER GUIDANCE • 2027 EDITION

THE INDIE AWARDS

How to create a winning entry

A working reference for member agencies preparing an Indie Awards submission.

The case study

Keep it simple

A clear and concise case film is easier for the judges to follow.

Don't feel like you need to use the whole three minutes for the case video. Two minutes is normally enough!



Tell a story

Walk through the story of your idea from start to finish.
Start with the brief, followed by the idea, execution and results.
Include PR coverage of your work — this helps to give context!



The judging criteria

1. Insights & strategy



The judges' score is based on the audience, research & data, approach and media planning.

Overall, usually the weakest of all four sections.

TIPS

Outline the challenge and objective.

Describe the insights that led you to develop your big idea.

2. Creativity



Points are awarded for original, creative ideas developed from a key insight or objective.

Applies to all categories except Media.

TIPS

Always link back to your research.

Why did this idea resonate with your audience?

3. Execution



Top scores are awarded to work of a high quality and aesthetic. The criteria for this score vary according to the category entered.

TIPS

*Entries should show innovative implementation across all channels.
Describe the execution in stages from start to end.*

4. Results



Why was this an amazing result for your client? Judges look for **quantitative results** which show this.

TIPS

Include PR coverage of your work.

Document quantitative results and give context.

Link back to your objectives to demonstrate how the campaign KPIs and targets were met.

Rules & Requirements

For more information on categories and weighted criteria for each category, check:

www.indieawards.global/rules-and-requirements

Good luck!