

# INNOVATION EXCELLENCE 2023

## DEFINITION

This new category wants to highlight forward thinking and innovative approaches to achieving results pioneered by independent agencies. The award will go to the agency that can show new ways of thinking, innovative ideas and demonstrable impact for the agency and client. The criteria will recognise creative problem solving, novel ideas, new approaches to address existing or new challenges and use of technology or research to disrupt

## JUDGING CRITERIA

Agencies can enter this award for innovative ideas in:

- a) Effective use of data and technology for a client or campaign: Provide instances where your agency harnessed data analytics, advanced technology, or digital tools to enhance a client's campaign strategy, resulting in improved outcomes or insights.
- b) Pioneering research and thought leadership for a client or campaign: Share examples of research initiatives or innovative thought leadership that informed the strategy or approach for a specific client's campaign and the impact that was made.
- c) Client-centric innovation and impact in campaign execution: Provide a case study or testimonial from a client that highlights how your agency's innovative approaches were applied in campaign execution and directly influenced the campaign's success and the impact you made.

Scoring will be on the basis of:

- 1) Research, Insight and Strategy (15%)
- 2) Originality of Idea / Creativity (40%)
- 3) Quality of Execution (30%)
- 4) Documented Results and/or the Judges' Evaluation of Likely Effectiveness (15%)

## ELIGIBILITY

Open to all independent agencies (as defined in the Rules & Terms) of all sectors and disciplines.

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

Please ensure you state the size of your agency so this can be taken into account when comparing you against other entries.

## ENTRY MATERIALS

Please submit either a case study OR a case film:

- Case study: Max 950 words; 10 Slides or pages, 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