ADCOLOR

AWARDS

INSTRUCTION MANUAL

INSTRUCTIONS

IMPORTANT INFORMATION

Before you begin your nomination, you will need the following materials to include in your submission:

- **A professional bio— Must be 100 words max**
  Required format: PDF files only

- **Two letters of recommendation from a client, employer or mentor**
  Required format: PDF or JPG files only

- **Two supporting materials—get creative! Send us a video, articles, creative work, portfolios etc.**
  MOV, JPG, GIF, PDF, MP3, DOC, AVI. Files cannot exceed 200MB

Applicant's Information ➔ Public Relation Contact ➔ Nominee Materials ➔ Nominator Information

STEP 1

Select a category that best fits your nominee.

The categories open for submissions are as follows:

- Rising Star
- Rockstar
- Campaign of the Year
- Innovator
- Change Agent
- Most Valuable Partnership (MVP)
- ADCOLOR | One Club Creative
- ADCOLORin Tech
- ADCOLOR Influencer
- DEI Executive of the Year

STEP 2

Provide the following information about your nominee:

- Full name
- E-mail
- Personal or business address
- Direct phone number
- Company/Organization
- Job title
- Department

INSTRUCTIONS

Applicant's Information → Public Relation Contact → Nominee Materials → Nominator Information

STEP 2 – CONTINUED

Identify the nominee's industry:

- Advertising
- Communications
- Design
- Entertainment
- Entrepreneur
- Marketing
- Media
- Music
- Public Relations
- Technology
- Other (i.e. "Education")

Identify the nominee's ethnicity:

- Alaska Native
- Arab/MENA
- Asian/Asian American
- Biracial, Multiracial
- Black/ African American
- Caucasian (Change Agent Category)
- Hispanic/Latine
- Native American
- Native Hawaiian or Pacific Islander
- Other

Applicant's Information → **Public Relation Contact** → Nominee Materials → Nominator Information

STEP 3

Provide us with a PR contact—this is the person we would contact after the selected nominees are announced.

The PR contact will be the liaison between ADCOLOR and the nominee in preparation for the ADCOLOR Conference and Awards.

Provide the following information for the PR contact:

- Full name
- E-mail
- Phone number

Applicant's Information → Public Relation Contact → **Nominee Materials** → Nominator Information

STEP 4

Tell us more about your nominee!

ADCOLOR Nominee Summary:
In 500 words or less, describe how the nominee fulfills the Rise Up and Reach Back criteria. Each category has specific criteria and given examples. Please refer to the Nomination Category and Criteria Guide found on the Nomination Portal.

INSTRUCTIONS

STEP 5

Submit the required materials for your nominee.

- **A professional bio—Must be 100 words max**
  Required format: PDF files only

- **Two letters of recommendation from a client, employer or mentor**
  Required format: PDF or JPG files only

- **Two supporting materials—get creative! Send us a video, articles, creative work, portfolios etc.**
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SPECIAL INSTRUCTIONS FOR CAMPAIGN OF THE YEAR SUBMISSIONS:

Did your campaign promote equality? Did it inspire, motivate? How so?

We do not require a resume, bio or letters of recommendation for the Campaign of the Year. Here's what you need to submit with your nomination:

1. Agency Information
2. Client Name
3. Campaign Name
4. Campaign Partners (if applicable)
5. Executive Summary
6. Campaign Objectives, Strategy & Execution, Campaign Elements
7. Results
8. Supporting material 1—submit an MOV version of the campaign
9. Supporting material 2—PDF of the print campaign
10. Include a URL link to the case study of ad campaign (YouTube, Vimeo, private links, etc.)

Applicant's Information ➔ Public Relation Contact ➔ Nominee Materials ➔ **Nominator Information**

STEP 6

Tell us about you! This will come in handy, should we need to reach you regarding your application or the nominee.

Nominator's Information:

- Full name
- E-mail
- Personal or business address
- Direct phone number
- Company/Organization
- Job title
- Department