

# NEW YORK FESTIVALS®

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## INTERNATIONAL ADVERTISING AWARDS®

### SPECIAL INDUSTRY AWARDS

When determining winners for the following Special Awards, the total amount of points earned for awards received by an advertiser, a network, an agency or a company will be used to determine winners of the NYF Special Industry Awards

Certificate	1 point
Bronze	3 point
Silver	6 points
Gold	10 points
Grand	25 points

#### **ADVERTISER OF THE YEAR**

The Advertiser of the Year award is awarded to the advertiser that obtains the highest score for entries in all competitions across all mediums, irrespective of whether these have been entered by the agency or another party i.e. production company.

#### **AGENCY NETWORK OF THE YEAR**

The Network of the Year Award is awarded to the agency that obtains the highest score for entries in all competitions across all mediums, irrespective of whether these have been entered by the agency or another party i.e. production company. For consideration as part of a network, the company concerned must be wholly or majority owned by the network or associated with a network group through naming and/or branding and must indicate so when entering the competition by selecting the affiliation in the appropriate box provided on the entering page on our website.

#### **AGENCY OF THE YEAR**

The Agency of the Year Award is awarded to the agency that obtains the highest score for entries in all competitions across all mediums, irrespective of whether these have been entered by the agency or another party i.e. production company.

#### **BEST NEW AGENCY**

The Best New Agency Award is awarded to the agency that obtains the highest score for entries in all competitions across all mediums, irrespective of whether these have been entered by the agency or another party i.e. production company. The Best New Agency award was created to allow new agencies, less than 3 years old to compete and be recognized for their creative achievements, their ability to garner international exposure, and the impact their work has on the marketplace.

#### **BOUTIQUE AGENCY OF THE YEAR**

The Boutique Agency of the Year is awarded to an agency not affiliated with any agency networks, has less than 75 employees and obtains the highest score for entries in all competitions across all mediums, irrespective of whether these have been entered by the agency or another party i.e. production company. It is NYF's policy to recognize great work from anyone, anywhere, from the three-person shop in someone's apartment to the 5 story building downtown.

**PRODUCTION COMPANY OF THE YEAR**

The Production Company of the Year is awarded to the production company that obtains the highest score for entries in all competitions across all mediums, irrespective of whether these have been entered by the agency or a third party.

We at the NYF believe that the New York Festivals belong to the international advertising industry. We are simply the custodians of this 54-year-old company and are here to serve you and the industry and hope you feel we're doing a good job serving your needs. If you have any suggestions or concerns, please call or email Michael O'Rourke, President or Jim Smyth, CEO. Thank you.

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