

NEW YORK FESTIVALS®

INTERNATIONAL ADVERTISING AWARDS®

HOW TO WIN MORE AWARDS!

Obviously, the most important thing to winning advertising awards is to create good work. In addition, to increase chances of earning awards you should consider the following steps.

ENTER MORE CATEGORIES. The New York Festivals offers numerous categories to enter work so make sure you take full advantage of all the categories that apply to the work you are entering. In addition to the standard product or services categories, consider entering the work into technical categories like acting, art direction, copywriting, direction, humor, illustration, music, navigation, photography, sound design, special effects, typography, user experience, etc. Entering more categories not only increases your odds of winning, it can give the work more exposure in a variety of new categories. If you are not sure which category your ad belongs in or which additional categories they could be entered into, just call or email us and we will be glad to help you. Tel: 212.643.4800 or www.NewYorkFestivals.com

ENTER CAMPAIGNS AS SINGLES. Frequently there is one ad in a campaign that really stands out from the others in the campaign so be sure to enter your ads as single entries in addition to entering them as a campaign because it will dramatically increase the possibility of earning more awards.

EXPLAIN YOUR MESSAGE. To minimize any possible misunderstandings of the ad, due to cultural differences or local nuances, submit a short and clear synopsis of the concept of the ad. When a synopsis (explanation) is submitted, the judges will read it before they view or listen to your work, which will increase your chances of receiving a higher score. Examples: Did the brand undergo a name change since the campaign ran? Attach an explanation. Is the ad about a local politician or local celebrity that may be unknown to an international panel of judges? An explanation could really help explain the concept.

SUBMIT HIGH QUALITY IMAGES. High quality (HD) images have a subliminal a positive effect on the judges. Conversely, poor quality images or sound can have a negative effect on the judges opinion of the ad and therefore could result in a lower score.

DO NOT FORGET THE ENTRY DEADLINE. Remember to write down or post the deadline on a bulletin board so you will not forget the deadline. And allow yourself plenty of time to enter because it always takes more time to enter than you originally estimated. Please

make sure you get your work in on time. Nothing could be more disappointing finding out your ad was eliminated because it was received too late to process.

HIRE AN OUTSIDE COMPANY TO DO THE ENTERING FOR YOU. We use a company called Your Awards Company, Inc. located in New York, which specializes in entering competitions for companies all over the world. They do all of our processing and they are equipped to enter your data for you and or upload your ads. Just call Your Awards Company at 212.643.4800 and ask for Ali Matlock.

THE GRAND JURY: Unlike other international competitions, the New York Festivals utilizes about 250 international judges, all at the creative director level or higher to judge the entries online. We do this to ensure diversity among jury members from around the world and by judging online it also removes the potential of political judging and the possibility of unwanted influence on individual jury members. The judges are only influenced by the ad itself, not by any other jury members.

THE EXECUTIVE JURY: After the Grand Jury whittles down the entries to the finalists, which are awarded Finalist Certificates, the Executive Jury, comprised of Worldwide Chief Creative Officers and Executive Creative Directors, gather in New York to determine the trophy winners. For more information about the judges, the judging process and the scoring system, look for the document titled “Judges and Scoring.”