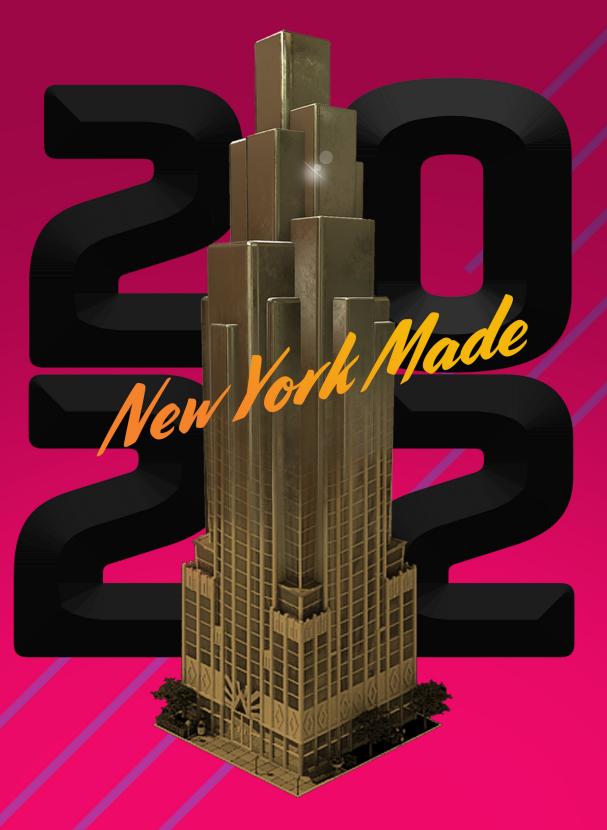
# NEWYORKFESTIVALS® ADVERTISING AWARDS

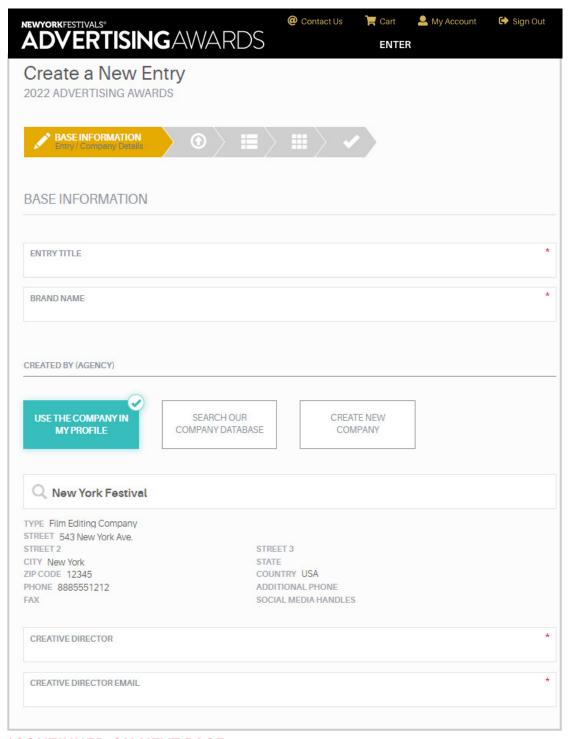


**ENTRY PROCESS** 

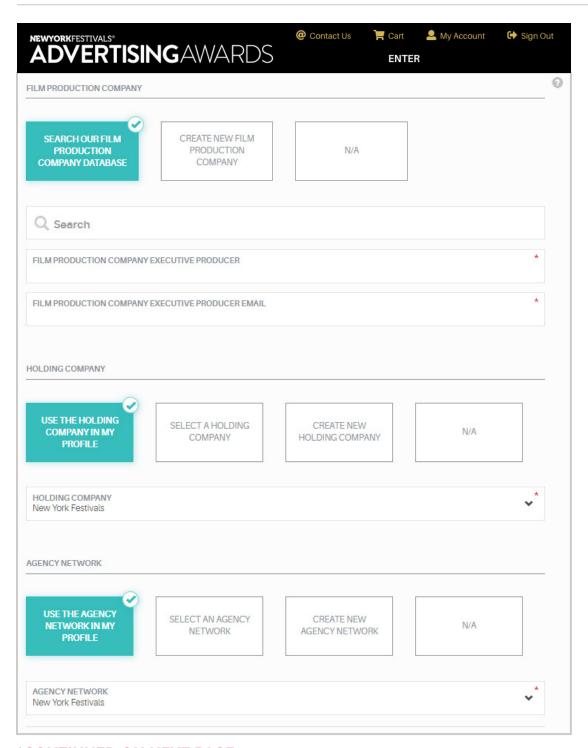
At the start of the entry process, you'll begin by inputting information about your entry and the companies associated with creating it. Please make your way through the first page of required information. For CREATED BY, take a moment to search our company database. If you don't find your company, feel free to use the company in your profile, or CREATE a NEW COMPANY. The same feature exists for Film Production Company – you'll notice it a few times on this initial page. The rest of the page is pretty simple to navigate. Most fields are required.

Make sure you enter all pertinent information. You can SAVE DRAFT or move on to the next page via ADD PIECE DETAILS.

\*Take note of our Entry Resources on the right side of the page. When selected, new windows open in your browser for Rules & Regulations as well as Categories. Within those sections you can download PDFs that will help you through the process as well.

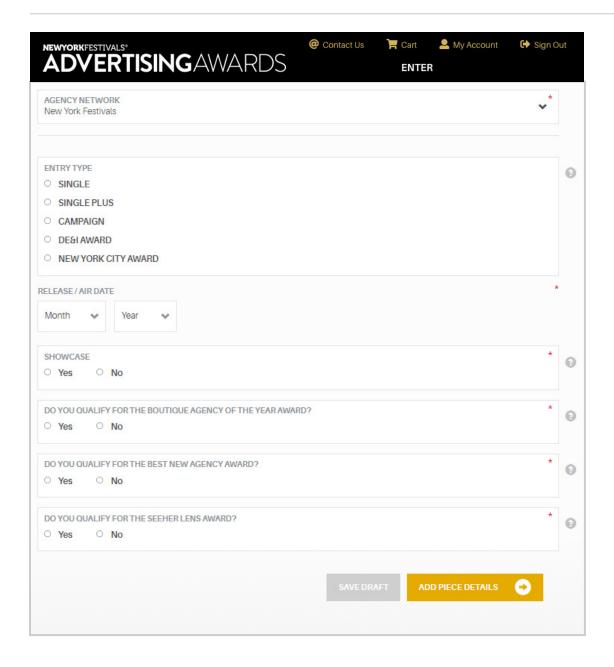


## **STEP 1 (CONTINUED)**



\*CONTINUED ON NEXT PAGE

# **STEP 1 (CONTINUED)**



#### STEP 1-A

#### **SEEHER LENS:**

New York Festivals International Advertising Awards® and The Female Quotient (The FQ) are partnering again for the NYFA SEEHER Lens Award. This award will honor creative film work submitted into the 2022 competition that exemplifies gender equality and the accurate portrayal of women and girls in advertising. Please select this in STEP 1 if you would like to enter for this award.

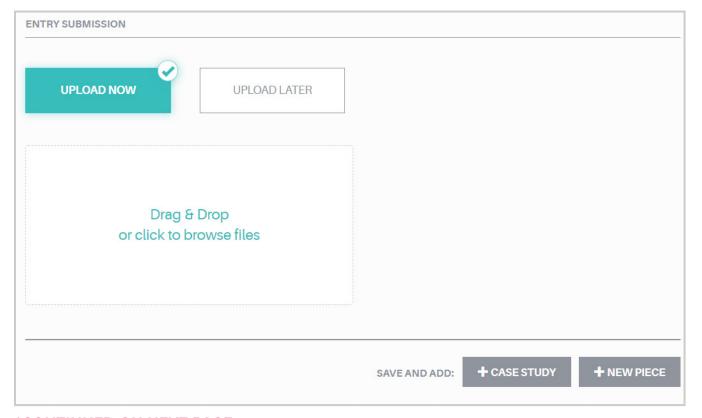


#### DE&I AWARD FOR DIVERSITY, EQUALITY, AND INCLUSION:

1. Work that goes above and beyond to promote diversity, equity, and inclusion. To apply for this award, please select the "DE&I AWARD" entry type in STEP 1.

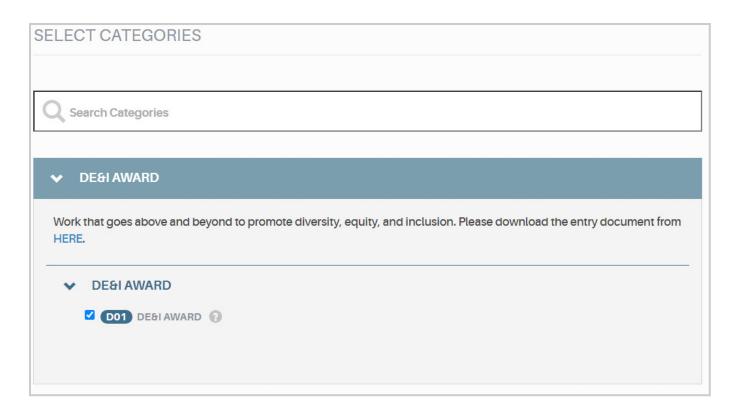


2. An additional DE&I entry application is required for submission. Please download HERE and upload as your FINAL PIECE in STEP 2



# **STEP 1-A (CONTINUED)**

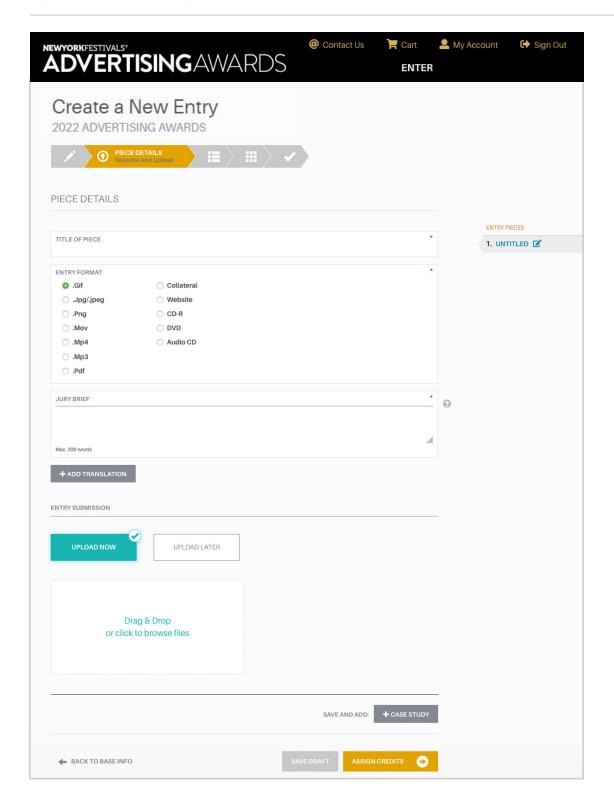
3. Once you have completed your DE&I application and uploaded it with all of your creative assets, all that is left to do to apply is select the category in STEP 4 and proceed to review



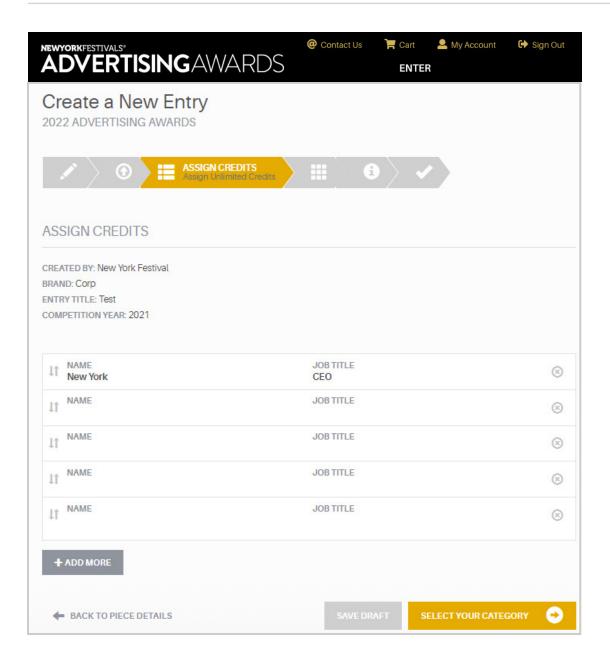
This page allows you to provide information about your piece: What's the title, what format is it in, what's the length of the piece, and the jury brief. The jury brief is necessary and important — it's essentially background information for the entry that provides you, the entrant, the ability to indicate context for the entry so that judges understand what they're judging, and why. Put your best foot forward here - it can make a real difference in how an entry is perceived by our jury. You can also provide a translation here, if needed.

Toward the bottom of the page, you'll be able to upload the piece(s) of your entry submission. There's also an option to upload case studies, if needed. If you'd like, you can continue submitting the details of your entry so that you can upload pieces later.

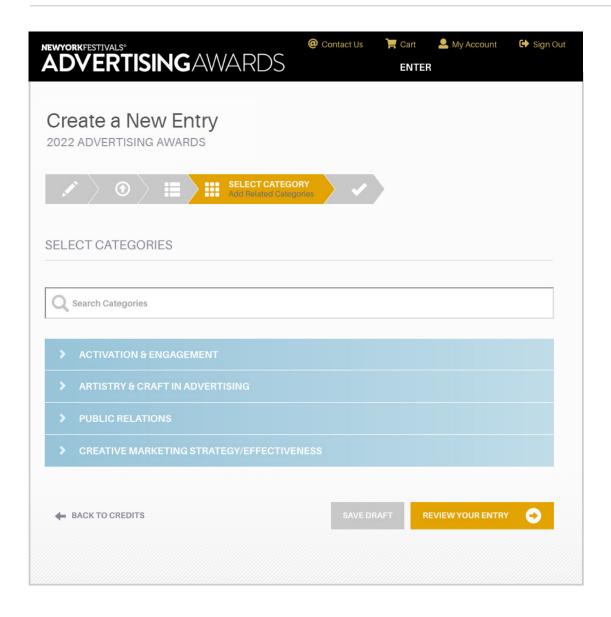
Again, you can SAVE DRAFT if you'd like or move to the next page.



Assign your credits to the best of your ability. Everyone that worked on the project can be displayed on our website. Please make sure all of your information is correct. We know how hard teams work on these entries! You will have an opportunity to revise and add to the credits later.



Now it's time to select categories. The arrows on the left side of the categories, open the drop down, as well as close it. This can help you view what you'd like to view. You can select as many as is allowed for each category group. Ideally, you'd enter anywhere where it's logical for your entry to score well. Good luck!

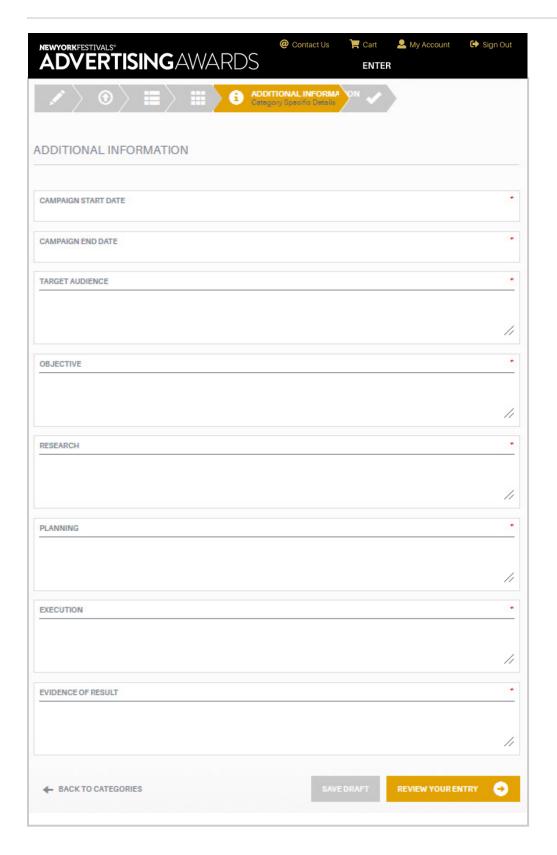


### STEP 4-A

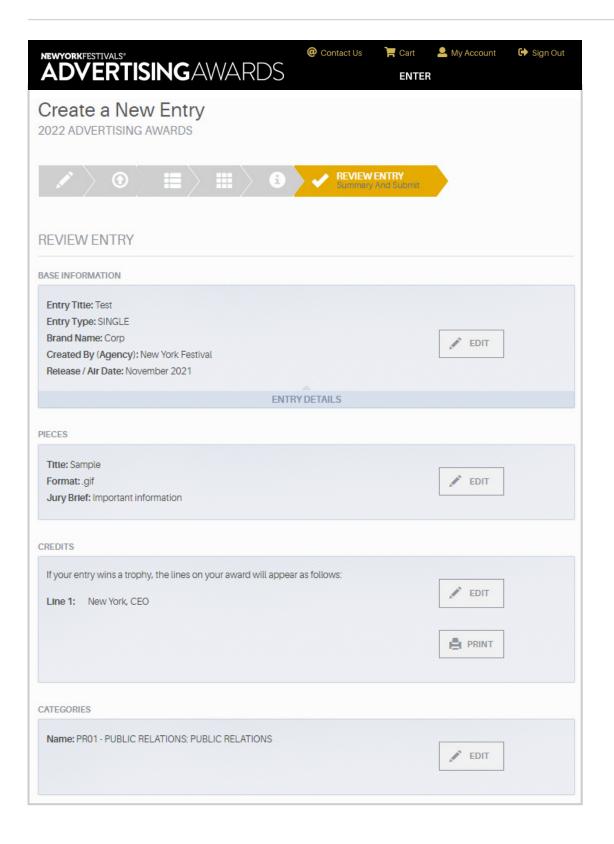
If you enter the Public Relations category, please prepare answers for the following:

CAMPAIGN START DATE RESEARCH
CAMPAIGN END DATE PLANNING
TARGET AUDIENCE EXECUTION

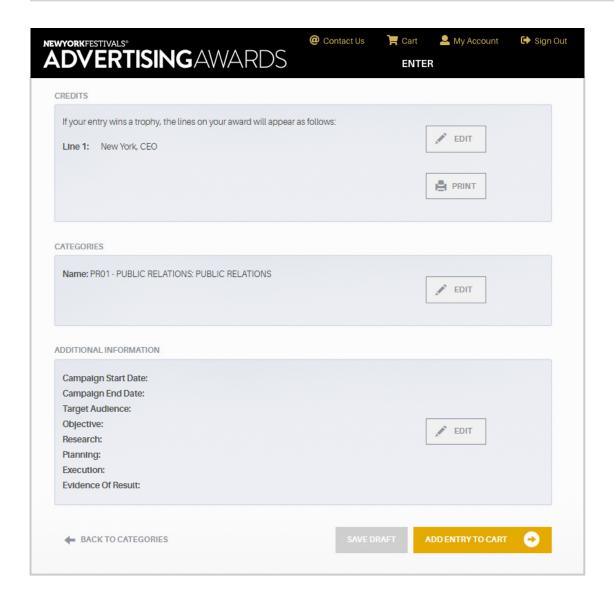
OBJECTIVE EVIDENCE OF RESULT



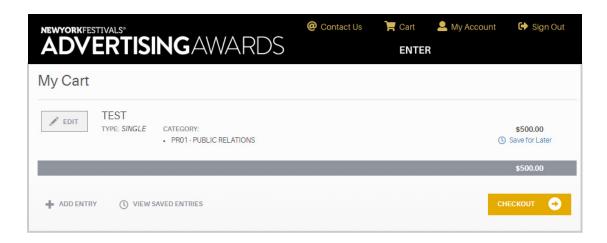
Review your entries before adding to the cart and checking out. If you win, these fields will be displayed exactly as they're entered, so it's good to make sure they're correct.



# **STEP 5 (CONTINUED)**



Time to checkout!



Checking out is pretty simple. You have an option to pay by Credit Card or by Wire Transfer. You'll notice that a \$100 fee accompanies a Wire Transfer.

Once you confirm and submit your order, you'll be automatically sent a receipt or invoice for your purchase. You also have the option to download a copy.

