

2022 NOMINATION DETAILS

ABOUT THE AWARD

IHAF's In-House Agency of the Year award recognizes the unique contributions of internal agencies and creative services organizations. Each year, IHAF announces the criteria for the award upon which submissions will be judged. The entry period runs from April through August, with applications accepted from teams of all sizes and varieties.

Three finalists are announced at the IHAF Conference & Awards in November. Of those, one is named In-House Agency of the Year. The winning team is presented a crystal trophy with the two finalists receiving framed certificates. Following the event, the winner and two finalists are featured on the IHAF website.

ELIGIBILITY

Any in-house agency or corporate creative organization is eligible to participate (both IHAF members and non-members) with entries based on the team's performance from January 1 to December 31, 2021.

ENTRY PROMPT

Tell us your story of exceptional team performance by following the prompt below:

Performance excellence can be demonstrated in a number of ways: Business Impact, Client Partnership, Creative Expertise, Operational Effectiveness, and Talent & Teamwork. Reflecting on these five areas, how did your team achieve performance excellence in 2021?

In 350 words or fewer, tell us what qualifies your team to be named In-House Agency of the Year. Be sure to include **specific examples** of key accomplishments demonstrating your achievements. Please also include a brief (2-3 minutes) video that punctuates the performance of your team.

(Written responses are weighted at 75% with videos weighted at 25% in the scoring of each entry.)

ENTRY INSTRUCTIONS

To begin, go to ihaforum.org/events-competitions/iha-of-the-year and click *Entry Portal*—you'll find it in the green navigation bar. Login with your username and password or create a new account. If you entered our 2021 In-House Creativity Awards, you likely have an account. If you're unsure of your credentials, please follow the lost password prompt or contact IHAF. (Your login is unique to the IHAF Awards; it is not the same as your IHAF member login.)

Once logged in, select *Enter* in the navigation bar to be directed to the nomination form. If prompted, select *Click here to initiate a new entry*. Respond to the written prompt and upload your MP4, AVI or MPEG4 video file, as well as a high-res photo of your team. When your submission is complete, click *Add to Cart* at bottom of the page. Or, *Save* your partially completed submission and come back to it later. (To access your saved/in-progress entry form, click *In Process* in the left-side menu.)

Once you've clicked *Add to Cart*, select *Checkout*. You will be prompted to choose your payment method. If you wish to pay via check or electronic payment, IHAF will send you an invoice in 1-2 business days. Click *Process* to fully submit your entry and process payment.

ENTRY FEES

ALL ENTRIES (received by August 31, 2022)

IHAF Member: \$150 per nomination

Non-Member: \$300 per nomination

Entry fees may be paid online via credit card or by requesting an invoice during the submission process. Entries will not be judged unless full payment is received by the deadline. Entry fees are non-refundable. One nomination per team.

ENTRY DEADLINE

Entries must be received via our online nomination form **no later than August 31, 2022**, including your supporting MP4, AVI or MPEG4 video. Entries received after the stated deadline will not be considered.

JUDGING

Following the entry deadline, nomination forms and videos are reviewed by a panel of judges comprised of in-house agency executives and leaders in the advertising/marketing community. Entries are evaluated individually and scored via a points system on recorded ballots. Written responses will be weighted at 75% with videos weighted at 25% in the scoring of each entry. Judges have the opportunity to include comments which may be referenced in the presentation of the awards and/or provided as feedback to entrants. In the event of a tie, the judging panel assembles to discuss the entries and align on a winner.

FINAL DETAILS

IHAF assumes that all entries are original, with all information and/or work provided being the rightful property of the entrant with all rights granted therein. IHAF is not liable for copyright infringement on the part of the entrant and will not engage in copyright disputes.

Award winner and finalists will be listed publicly on the IHAF website. If you have questions regarding the In-House Agency of the Year award or entry details as described, please contact Hollis Gesen at 617-587-3945 or hgesen@ihaforum.org.

Thank you—and we look forward to receiving your submission for In-House Agency of the Year!