

IN-HOUSE AGENCY OF THE YEAR

2023 ENTRY 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, 2022.

ENTRY PROMPT

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

IHAF's In-House Agency of the Year Award recognizes **performance excellence** among the in-house teams.

Performance excellence is achieved through the culmination of Business Impact, Client Partnership, Creative Expertise, Operational Effectiveness, and Talent & Teamwork. Reflecting on these five areas, how did your team achieve performance excellence in calendar year 2022?

In 500 words or fewer, tell us what qualifies your team to be named IHAF's In-House Agency of the Year. Be sure to include specific examples of key accomplishments demonstrating achievements in each area. 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. Click on *Profile Setup* to create new sign-in credentials. If you have already created a sign-in for the 2023 In-House Creativity Awards, you are able to use the same sign-in credentials.

Once signed in, you should be automatically directed to your dashboard. From the left menu, select *Entries* then *Create Entry* in the blue box on the right side of the page.

Select the In-House Agency of the Year category and then provide the requested details. Respond to the written prompt. Choose the files that you would like to include for the video and team photo, be sure to click *Upload* in the green box. When you're done, click *Submit* at the bottom of the page. Or *Save Draft* if you would like to come back to it later. (To access your entry in progress, click *Entries* in the left-side menu and then the green *Edit* button.)

ENTRY INSTRUCTIONS (continued)

Select your entry to submit to IHAF. Click *Submit Selected* and then *Pay Now* to indicate your method of payment and submit your work, as follows:

Credit card payment: Enter the appropriate credit card information as noted on screen. Then click *Calculate Cost > Pay* to complete the transaction and fully submit your work.

Check or electronic payment: To request an invoice from IHAF, click *Calculate Cost > Generate Invoice*. This will generate an invoice, and fully submit your work.

ENTRY FEES

ALL ENTRIES (received by August 31, 2023)

IHAF Member: \$150 per entry

Non-Member: \$300 per entry

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 entry per team.

ENTRY DEADLINE

Entries must be received via our online entry form **no later than August 31, 2023**, including your supporting video. Entries received after the stated deadline will not be considered. Please note, there is no extended deadline for this competition.

JUDGING

Following the entry deadline, entry 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 entry to In-House Agency of the Year!