



IN-HOUSE
Creativity
Awards

IHAF 2024 Entry Details

IN-HOUSE Creativity Awards

2024 Entry Checklist

- Create your entrant account.** Visit ihaforum.org/creativityawards and click *Entry Portal* in the navigation bar. From there, you'll be directed to our awards site to set up your profile. If you are a member of IHAF, your sign-in credentials will be different than your IHAF member login.
- Register your entries.** Once logged in, click *Start Entry*. Select ***In-House Creativity Awards*** as the program and choose a category. Then, add the entry title, description, and upload your corresponding files.
- Prepare files and upload your files.**
 - a. All entry categories require the submission of a high-resolution jpg, jpeg or png file.
 - b. Digital files must be labeled as follows: CategoryCode_CompanyName_EntryTitle. Category codes can be found under ENTRY CATEGORIES in this document.
 - c. For website entries, include the active URL plus high-resolution screenshot(s).
 - d. For video entries, send approved file formats only. YouTube, Vimeo, and other platform links will not be accepted.
- Submit your entries by June 28.** All entries must be submitted via electronic upload by June 28, 2024. To complete the checkout process, make a credit card payment online or request an invoice for payment by check or ACH. Late entries are accepted until July 15, 2024, with an additional fee.

ABOUT THE AWARDS

IHAF's In-House Creativity Awards recognize creative excellence among internal agencies across over 40 print and digital categories including annual reports, banner ads and emails, events, out-of-home, product packaging, print advertising, social media, video and more. The entry period runs from April through June, with work accepted from teams of all sizes and varieties.

Winning entries are announced at the IHAF Conference & Awards in November. Gold, Silver, and Honorable Mention awards are conferred within each category, followed by an overall Best of Show. Best of Show and Gold winners receive crystal trophies. Silver and Honorable Mention winners receive framed certificates. Following the event, winning entries are posted on the IHAF website and IHAF YouTube channel.

ELIGIBILITY

Any in-house agency or corporate creative services organization is eligible to submit their original work for consideration. Materials must be first produced, printed and/or aired between **January 1 and December 31, 2023**, and must fall within the categories noted below. Work produced in collaboration with external resources and/or providers may only be submitted if 80% or more of the final product was conceived and created by the internal agency.

ENTRY CATEGORIES

Each entry category has a three-character code assigned to it. All entries must be accurately categorized and coded. Individual pieces may be submitted for consideration in up to three different categories—each as its own unique entry with its own entry fee. IHAF reserves the right to reassign any/all submissions to ensure entries are appropriately categorized.

ANNUAL REPORTS

Yearly publications containing financial updates for stockholders and/or stakeholders as a record of an organization's annual performance.

01A Annual Reports

CORPORATE COMMUNICATIONS

Elements developed to communicate and strengthen an organization's brand identity and presence with internal and/or external audiences.

02A Brand Identity Kits
02B Cards & Invitations
02C Employee Communications
02D Logos

CREATIVE COPYWRITING

Exceptional written expression and/or messaging within the context of promotional marketing materials.

03A Creative Copywriting

DIGITAL MARKETING

Assorted forms of digital outreach that are used to promote products, services, organizations, and brands.

04A Banner Ads
04B Emails
04C B2B Websites
04D B2C Websites

DIRECT MAIL

Printed solicitations delivered via postal mail (e.g., letters, postcards, and mailers) to elicit a specific consumer response.

05A Direct Mail

ENVIRONMENTAL

Architectural designs, fixtures, art installations and graphics—permanent or temporary. Also includes promotional wall hangings and corporate signage.

06A Corporate Installations
06B Posters & Signage

EVENTS

Graphics packages inclusive of branding, messaging, and experiential elements developed to support an event held at a specific place and time.

07A Events, external audience
07B Events, internal audience

MULTI-MEDIA CAMPAIGNS

An integrated series of campaign elements produced across a minimum of three different forms of media.

08A B2B Campaigns
08B B2C Campaigns

ON A SHOESTRING

Any work, any format—conceived and fully produced for under \$15,000.

09A On a Shoestring

OUT OF HOME

Assets for display through paid media outdoors; mass-market outdoor advertising via billboards, bus shelters, kiosks, and transit placements

10A Out of Home

PODCAST/AUDIO SERIES

Audio episode or podcast series conceived and produced in house, featuring topics of interest related to the business and/or brand.

11A Podcast/Audio Series

POINT OF SALE

Visual display for a retail environment, featuring a product or service with consumer messaging delivered at time of sale, when retail transaction takes place.

12A Point of Sale

PR CAMPAIGNS

Materials distributed to get press coverage through unpaid media outlets for the purpose of building awareness for a brand, message, product, or service.

13A PR Campaign

PRINT ADVERTISING

Printed advertisements that appear in hard-copy publications such as newspapers, magazines, and journals.

14A Print Advertising

PRODUCT PACKAGING

Exterior package design and/or labeling of a physical product offered for sale at retail. (Does not include 3D collateral or promotional mailers.)

15A Product Packaging

PUBLICATIONS

Interior/exterior layout, graphics, and editorial content that constitutes a formal publication, e.g., book, magazine, or newsletter.

16A B2B Publications
16B B2C Publications

SALES COLLATERAL

Brochures, kits, and catalogs designed to move prospective buyers through the sales cycle—from awareness to consideration to purchase.

17A B2B Collateral
17B B2C Collateral

SOCIAL IMPACT

Any work intended to prompt positive, communal action in response to pressing social issues and/or challenges.

18A Social Impact

SOCIAL MEDIA

Digital advertising, marketing and/or promotional posts that connect audiences to brands via one or more social platforms.

19A Animated Graphics
19B Organic Posts, multi-platform
19C Organic Posts, single platform
19D Paid Posts, multi-platform
19E Paid Posts, single platform

STUFF THE CLIENT DIDN'T PICK

Any work, any format proposed by the in-house agency and rejected by the client, resulting in the piece never being produced.

20A Stuff the Client Didn't Pick

VIDEO

Broadcasts promoting assorted messaging—educating and engaging viewers through video storytelling.

21A Broadcast TV Spots
21B Corporate, external audience
21C Corporate, internal audience
21D Online Video Ads, 0:60 or under
21E Online Video Ads, over 0:60
21F Sizzle Reels
21G Social Videos

WILD-CARD CREATIVE

Work that stands out so much, it simply doesn't fit into any other category. Can only be entered once when it's entered here!

22A Wild-Card Creative

ENTRY INSTRUCTIONS

PREPARING YOUR ENTRIES

All entries across all categories require the submission of digital files (even printed materials) and will be reviewed digitally by our panel of judges. Failure to submit the proper digital file(s) and/or format(s) will result in disqualification of the entry.

File Labeling: Each digital file must be labeled as follows: CategoryCode_CompanyName_EntryTitle.

Thumbnail Image: Each entry requires a high-res, horizontal thumbnail image (1000x700px or similar). This file will display on the homepage of our gallery of entries. Files must be jpg, jpeg or png.

Image Files: You may provide up to ten (10) high-res image files per entry. Files must be jpg, jpeg, png or gif.

PDF Files: You may also provide up to three (3) PDFs, which may be useful for multi-page entries like brochures, publications, and annual reports.

URLs: Provide an active URL/site link, plus high-res thumbnail images that effectively represent the site.

Video Files: Provide up to four (4) video files per entry. Subtitles are not required. YouTube, Vimeo, and other platform links will not be accepted.

SUBMITTING YOUR ENTRIES

To begin, go to ihaforum.org/creativityawards and click *Entry Portal* in the green navigation bar. Enter your email address and password to create your login. This login is unique to the IHAF Awards; it is not the same as your member login on the IHAF website.

Once signed in, you should automatically be routed to your dashboard. From there, select the *Start Entry* button in the bottom-left corner of the page. For each entry, choose ***In-House Creativity Awards*** as the program, then select the appropriate Entry Category and provide the details below:

Entry Title: Name of the piece you are submitting, under 10 words. (Please do not enter the file name here.)

Entry Description: Tell us about the project in 75 words or fewer. Descriptions should ideally offer context to aid in the judging process. Remember, entries are judged based on creativity, not results or business outcomes.

Member Status: IHAF members receive discounted pricing on awards entries. Be sure to indicate your status on your submission. Unsure if your company is an IHAF member? Check our directory at ihaforum.org/membership-directory.

Permissions: Specify whether IHAF has permission to publicize your participation in our awards competition and/or showcase your submitted work beyond displaying it at the IHAF Conference & Awards.

After populating the specifics of each entry, click *Save + Next*. Then, upload your corresponding digital image file(s). When you're done, click *Save + Close* at the bottom of the page and your submission will be added to your cart for checkout.

After saving your entry, you'll automatically return to your dashboard. From here, you can edit entries, start new ones, or complete the checkout process. To access entries in progress, click the *Entry Title* from your dashboard. You'll be able to get back into your entry to review/edit and submit.

Once all of your entries are complete, return to your dashboard and click *Cart* in the top-right corner of the page. Indicate your method of payment and click *Proceed to Payment*, following the remaining prompts which includes clicking *Process Payment* to fully submit your work. If you wish to pay via check or electronic transfer, select *Invoice* to generate a statement and payment instructions.

ENTRY FEES

REGULAR ENTRIES (submitted by June 28, 2024)

IHAF Members: \$99 per entry
Non-Members: \$199 per entry

LATE ENTRIES (submitted by July 15, 2024)

Late Fee: \$50 additional per entry

Entry fees may be paid via credit card or by requesting an invoice during the submission process (see ENTRY INSTRUCTIONS). Entries will not be judged unless full payment is received by the deadline. Entry fees are non-refundable.

ENTRY DEADLINE

Regular entries must be received via our online submission process by June 28, 2024. Late entries will be accepted through July 15, 2024 with the additional fee (see ENTRY FEES). Entries submitted after July 15, 2024 will not be accepted.

JUDGING

All work is reviewed by a panel of judges comprised of internal and external agency creative directors, marketing/creative executives, and industry consultants. Entries are evaluated individually and scored via a points system on recorded ballots. Best of Show is determined by convening the judging panel to review all Gold category winners, aligning on a single entry as overall best for the year.

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.

Entries will be displayed electronically at the IHAF Conference & Awards, with winners publicized on the IHAF website and IHAF YouTube channel. If you have questions regarding the In-House Creativity Awards or entry details as described, please contact Hollis Gesen at 617-587-3945 or hgesen@ihaforum.org.

Thank you—and we look forward to your participation in our celebration of in-house creativity.