

# IN-HOUSE AGENCY OF THE YEAR



## 2025 ENTRY DETAILS

### ABOUT THE AWARD

IHAF's In-House Agency of the Year award recognizes the unique contributions of internal agencies and corporate creative organizations. Each year, IHAF announces the criteria for the award. The entry period runs from April through August, with submissions 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 with a crystal trophy and the two finalists receive framed certificates. Following the event, the winner and 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, 2024.

### ENTRY PROMPT

Tell us your story of exceptional team performance by responding to the prompt below.

IHAF's In-House Agency of the Year Award celebrates measurable achievements across five key areas: **Business Impact**, where contributions drive growth; **Client Partnership**, where collaboration fosters success; **Creative Ingenuity**, where ideas lead to innovation; **Operational Expertise**, where processes enhance efficiency; and **Talent & Teamwork**, where collective strength outshines individual effort.

Describe how your in-house agency excelled in these areas, highlighting tangible contributions to your organization.

In 650 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 gold standard for overall performance excellence demonstrated by your team.

(Scoring is weighted as follows: Written responses make up 75% of the total score for each entry, with video submissions contributing the remaining 25%.)

### ENTRY INSTRUCTIONS

To begin, go to [ihaforum.org/agency-of-the-year](https://ihaforum.org/agency-of-the-year) and click *Entry Portal* in the left 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. (If you entered the IHAF Awards in 2024 or signed-in to the 2025 In-House Creativity Awards entry portal, you don't need to create a new login for In-House Agency of the Year—just use those same credentials.)

Once signed in, you should automatically be routed to your dashboard. From there, select *Start Entry* in the bottom-left corner of the page and choose **In-House Agency of the Year** as the program.

## ENTRY INSTRUCTIONS (continued)

Respond to the written prompt on screen and click *Save + Next*. Then, upload your accompanying video and team photo. When you're done, click *Submit Entry* at the bottom of the page and your submission will be added to your cart for checkout.

If you're not ready to submit your entry just yet, click *Save + Close* to come back to it later. To access entries in progress, click your Company Name from your dashboard and you'll be able to get back into your entry to review/edit and submit.

When your entry is complete, click *Submit Entry* to be routed to your cart. Indicate your method of payment and click *Proceed to Payment*, following the remaining prompts. If you wish to pay via check or electronic transfer, select *Invoice* to generate a statement, following the payment instructions to fully submit your entry.

## ENTRY FEES

All entries must be received by August 29, 2025.

**IHAF Members:** \$150 per entry

**Non-Members:** \$300 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. One nomination per team.

## ENTRY DEADLINE

Entries must be received via our online submission process **no later than August 29, 2025** including your supporting MP4, AVI or MPEG4 video. Entries received after the stated deadline will not be considered. Please note, there is no extended deadline for this competition.

## JUDGING

Written submissions 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 account for 75% of the total weight in scoring each entry, with video submissions making up the remaining 25%. In the event of a tie, the judging panel assembles to discuss the highest-scoring entries and determines the 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.

Winning teams are named at the IHAF Conference & Awards and publicized on the IHAF website. If you have questions regarding our 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 your participation in our celebration of in-house excellence.