

**2025 ENTRY DETAILS**

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**IN-HOUSE  
CREATIVITY  
AWARDS**



## 2025 ENTRY CHECKLIST

- Create your entrant account.** Visit [ihaforum.org/creativity-awards](https://ihaforum.org/creativity-awards) 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 thumbnail image (gif, jpeg, jpg, png, tif, tiff, ico, webp, avif).
  - 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 30.** All entries must be submitted via electronic upload by June 30, 2025. 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, 2025, 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 Vimeo channel.

## ELIGIBILITY

Any in-house agency or corporate creative 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, 2024**, 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 in-house team.

# 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

## Print Advertising

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

13A 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.)

14A Product Packaging

## Publications

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

15A B2B Publications  
15B B2C Publications

## Sales Collateral

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

16A B2B Collateral  
16B B2C Collateral

## Social Impact

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

17A Social Impact

## Social Media

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

18A Animated Graphics  
18B Organic Posts, multi-platform  
18C Organic Posts, single platform  
18D Paid Posts, multi-platform  
18E 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.

19A Stuff the Client Didn't Pick

## Video

Assorted forms of video advertising and corporate communication—engaging and informing internal and/or external audiences.

20A Brand/Product Promos  
20B Broadcast TV Spots  
20C Education & Training  
20D Event Openers & Events  
20E Online Video Ads, 0:60 or under  
20F Online Video Ads, over 0:60  
20G Sizzle Reels  
20H Social Media  
20I Social Responsibility

## 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!

21A 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 (1000×700px or similar). This image will display on the homepage of our gallery of entries. Files must be gif, jpeg, jpg, png, tif, tiff, ico, webp, avif.
- **Image Files:** You may provide up to ten (10) high-res image files per entry. Files must be gif, jpeg, jpg, png, tif, tiff, ico, webp, avif.
- **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/creativity-awards](https://ihaforum.org/creativity-awards) 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 you can use those same credentials.)

Once logged 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/member-directory](https://ihaforum.org/member-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 30, 2025)

IHAF Members: \$99 per entry

Non-Members: \$199 per entry

### **Late Entries** (submitted by July 15, 2025)

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 30, 2025. Late entries will be accepted through July 15, 2025 with the additional fee (see ENTRY FEES). Entries submitted after July 15, 2025 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 Vimeo 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](mailto:hgesen@ihaforum.org).

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