



ENTRY FORM EXAMPLE

This entry form is an example of the information needed for an Ogilvy Awards Submission to help guide you on how to complete the form for your campaign. If you need any extra help to complete the Ogilvy Awards submission please email Zena Pagán at Ogilvyawards@thearf.org. (Some of the information provided below is for the Grand Ogilvy Winner of 2008)

CAMPAIGN NAME: "Dreams Don't Retire"
BRAND ADVERTISED: Ameriprise Financial

COMPANIES INVOLVED IN THE CAMPAIGN:

Advertiser: Ameriprise Financial
 Advertising Agency(s): Saatchi & Saatchi NY
 Media Agency(s): MindShare
 Research Firm(s): Earl Wilcox, Phoenix Marketing International Inc., PlannerZone

CREATIVE BEING SUBMITTED WITH ENTRY:

TV (Video)	Print	Outdoor	Interactive
Events/Experiences	Radio (Audio)	Direct Mail	Cinema
Viral	PR	Sales Promotion	Commercials
Mobile	Other		

Tip: indicate the creative that applies to your entry using the highlight tab on the toolbar, see example. Please note the information regarding creative submission below.

Campaign creative is required for each submission. Limit creative to 6 examples. Once your entry is processed, you will receive an email with instructions on how to submit your creative. Video should be a Quick Time H264 640x480, 30fps, print as .eps or .tif file, audio as .wav file.

APPLICANT CONTACT INFORMATION (MAIN COORDINATOR FOR ENTRY):

Name: _____
 Title: _____
 Company: _____
 Address: _____

 Phone: _____
 Fax: _____
 Email address: _____

Tip: Provide the main contact for your submission. If you have an assistant please submit their information as well so that they may be included on all Ogilvy submission related emails and notices.



Tip: Indicate your method of payment using the highlight tool. Sample has highlighted the check option. Choose the option that is correct for your submission.

PAYMENT:

Single Entry fee is \$495 and multiple entry fees are \$445. Please indicate your method of payment.

Check (payable to the Advertising Research Foundation)

If sending a check please include first page of the entry form with check

Visa	MasterCard	American Express
Card Number: _____	_____	Expiration Date _____
Name on card: _____	_____	

OTHER KEY PEOPLE INVOLVED IN THE CAMPAIGN

Company: _____
Name: _____
Title: _____
Phone: _____
Email address: _____

Company: _____
Name: _____
Title: _____
Phone: _____
Email address: _____

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Name: _____
Title: _____
Phone: _____
Email address: _____

Company: _____
Name: _____
Title: _____
Phone: _____
Email address: _____

Company: _____
Name: _____
Title: _____
Phone: _____
Email address: _____

Tip: All information provided in this section will be placed on the Ogilvy program at the gala. If more room is needed please add a new page using the format provided on the submission form. Note that an entry coordinator may not have been involved with the campaign, if you were involved with the campaign and are the entry coordinator please provide your information here as well.

Tip: Select the category that best fits your campaign submission by using the highlight tool. Please note the information provided below.

AWARD CATEGORY:

Please select the business category most appropriate for your campaign. If you are unsure of the appropriate category, please contact Zena M. Pagán at The ARF for guidance. The number of categories considered may be increased or decreased at the discretion of the judges based on the number and focus of submissions received. Judges may occasionally move entries between categories if deemed to be better suited for another category.

Automotive	Credit cards, loans, mutual funds, banking
Beverages	Soda, waters, coffee, beer, wine, spirits
Business to Business	Products and services specifically targeted to business
Consumer Electronics	TVs, radios, DVDs, cameras, stereos, computers
Fashion and Household Furnishings	Clothing, eyewear, hosiery, jewelry, perfumes, shoes, furniture, paints, appliances
Financial Services	Credit cards, loans, mutual funds, banking
Governmental, Public Service, Non-profit	Municipal or state development, lotteries, utilities, public service messages, political messages
Health and Personal Care Products	Consumer healthcare/OTC products, first aid, beauty aids, soaps, deodorants
International	Products and services targeting global markets
Multicultural	Products and services targeting ethnic markets
Packaged Goods	Cereals, frozen foods, canned goods, snacks
Pharmaceuticals	Prescription drugs and medical services
Professional Services	Hospitals, HMOs, employment services, legal services, real estate, delivery systems
Restaurants and Other Eateries	Restaurants, fast-food, coffee shops, juice bars
Retail/E-tail	Stores or web site providing a specialty line or general merchandise
Sports, Entertainment and Media	Sporting events, teams and goods, films, music, TV shows, video-games, plays, museums, travel, network and cable branding
Telecommunications	Telephone companies, cellular services, internet access and bundled services

Note: The Gold winners in each category are automatically submitted for consideration for the industry-level awards: Business Achievement, Research Innovation and the Grand Ogilvy.



PARTICIPATION AGREEMENT:

I attest that all information provided in this ARF Ogilvy Award Entry is an accurate representation of the work done on the campaign. I understand materials provided will become part of the **ARF's collection of resources and will not be returned. I agree that the materials may be made available to the public for educational and promotional purposes.** By signing below, I give permission to the ARF to reproduce and publish the materials, provided that appropriate mention is duly made of the source. I am aware that I can submit an alternate version of the case study masking or excluding sensitive information for use in public communications. On behalf of the team members, I agree that the ARF will not be held liable for any claims or damages that are alleged to have been incurred by our or our agents' failure to obtain permission to use the information in the materials.

I understand that the number of categories considered for awards may be increased or decreased at the discretion of the judges based on the number and focus of submissions received. Judges may move entries between categories if deemed to be better suited for another category. I accept the judges' decisions as final and binding.

Should my entry receive an Ogilvy Award, I agree to allow all of the submitted materials to be used as promotional materials by the Advertising Research Foundation, and I commit to:

- Send at least one member of the winning team to attend the Ogilvy Awards dinner at the ARF Annual Convention in March.
- Provide three PowerPoint slides describing the winning campaign and a 60 second video of creative to be used in the award presentation.
- Provide the logos for all companies listed in the entry form

ENTRANT ENDORSEMENT

Signature: _____ Date: _____
Print Name: _____
Company: _____
Brand Name: _____

ADVERTISER ENDORSEMENT

Signature: _____
Print Name: _____
Company: _____

For your records, please make a copy of this letter and return it to:
Zena M. Pagán, The ARF
Fax: 212-319-5265 Email: ogilvyawards@thearf.org

Tip: Entrant signature should be an executive from the submitting company. If the submitting company and advertiser are the same please provide signatures on both fields. This page must be faxed to 212.319.5265. If your campaign is a category winner, your case study will be posted on our website. Edited versions can be accepted for posting and sharing, but actual data should be used for judging purposes.



Tip: Mark these dates on your calendar to be aware of upcoming deadlines for the Ogilvy Awards program.

KEY DATES

Award applications and materials deadline	12/16/08
Category judging	01/26/09–02/01/09
Notification of category award winners	02/07/09
Grand judging	02/12/09
Business achievement & innovation judging	02/12/09
The ARF Ogilvy award gala dinner	03/31/09

ENTRY CHECKLIST

- Completed entry form, including names and contact information for all key personnel, types of creative being submitted, and category for submission.
- Included a detailed case study highlighting how research contributed to campaign success
- Provided credit card information (If not paying by credit card, make payable to “Advertising Research Foundation” c/o of Zena M. Pagán to the address provided below. Be sure to include the first page of your entry form with your check.)
- Fax Ogilvy Award Participation Agreement signed by entrant and advertiser to 212-319-5265,

Tip: This checklist may be helpful in creating and submitting your entry.

TO SUBMIT OR INQUIRE ABOUT AN OGILVY ENTRY, CONTACT:

Zena M. Pagán, Councils and Ogilvy Manager
 Advertising Research Foundation
 432 Park Ave South, 6th Floor, NY, NY 10016
 Tel. 646.465.5721 • ogilvyawards@thearf.org 212.319.5265

Tip: If you have any questions regarding the Ogilvy program contact the Ogilvy Program Manager. Contact information is provided on the entry form.

THE ARF **DAVID**
2009 *Agility*
AWARDS

TITLE OF CASE STUDY:

The case study can not exceed 5 written pages in 11 point font. The case study should explain the business opportunity and objectives, the research story behind campaign development, a description of the campaign, and proof of business results (please see Entry Form for more details). *Proprietary data can be disguised. Winners are able to submit an alternate version of the case study excluding sensitive information for use in public communications.*

Tip: This page is the cover and header provided for all submitted case studies. Please follow the information provided on how to format your case study. These instructions can be deleted if you need use of that space.