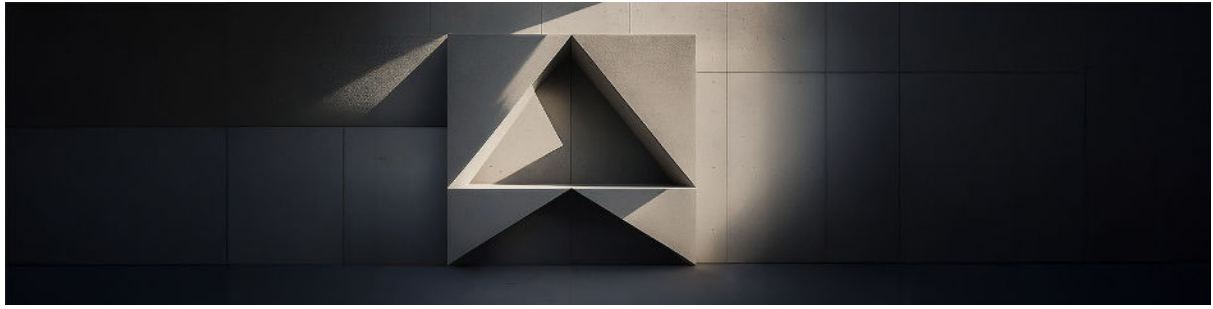




46TH AWARD AWARDS JURY NOMINATIONS

Main Criteria for being on the Jury

- Highly creative, innovative, leaders in their field, well-known and respected in the industry, a specialist in their category of interest.
- Ideally should be at least CD level or in senior relevant positions.
- Ideally, should have won at AWARD in the past five years or won other recognised awards.
- We are committed to gender parity on the juries so please be conscious of this, AWARD will be ensuring an equal gender split of nominations.
- Ethnic diversity on our juries is paramount - please be conscious of this when sending nominations so we can continue to build truly diverse juries.
- For Australian judges (if eligible to join), their agency/company must be a member of either the Advertising Council Australia or The Commercial Producers Council. Some exceptions to this rule will be made on a case-by-case where the individual company is either a start-up/not yet able to join or for freelancers and specialist companies (who would not typically be eligible to join). AWARD also encourages nominations from clients/brands.
- AWARD encourages judging nominations from all over the world, provided judges are able/willing to organise their own travel to attend in-person judging scheduled to take place in Sydney on a date to be scheduled between Mon 30th June - Wed 9th July 2025.
- Nominations must be submitted no later than 5pm Friday 10th January 2025.

2025 Juries

Advertising Communications

Categories

Advertising: Press & Outdoor, Direct, Retail

Craft: Copywriting

Judge's selection criteria:

We are looking for copywriters, designers, art directors, retail specialists etc.

Digital

Categories

Advertising: Digital, Social Media

Craft: Digital Craft

Judge's selection criteria:

We are looking for senior creatives, digital designers, technologists, influencer/social media specialists etc.

Impact

Categories

Advertising: PR & Promotion, Experiential

Judge's selection criteria:

We are looking for experiential producers, PR creatives/specialists, PR account managers, journalists, creative generalists etc.

Sound

Categories

Advertising: Radio & Audio

Craft: Sound Design & Use of Music

Judge's selection criteria:

We are looking for sound engineers, copywriters, composers, music supervisors, sound producers etc.

Life-Changing

Categories

Advertising: Health & Wellness

Purpose: Charity, Creativity for Good

Judge's selection criteria:

We are looking for art directors, copywriters, health specialists, producers, charity marketers etc.

Design & Image Craft

Categories

Design: Book Design, Branding Graphic Design, Packaging Design, Product Design, Spatial Design, Business-to-Business

Craft: Photography, Illustration, Typography, Art Direction

Judge's selection criteria:

We are looking for designers, digital designers, motion graphics designers, illustrators, art directors, photographers

Craft in Film

Categories

Craft: Animation & Visual Effects, Casting, Cinematography, Direction, Editing, Production Design

Judge's selection criteria:

We are looking for producers/production companies, agency producers, directors, editors, animators, cinematographers, VFX/animation specialists, senior creatives etc.

Film & Entertainment

Categories

Film & Entertainment: Film Advertising, Branded Content & Entertainment

Judge's selection criteria:

We are looking for art directors, copywriters, content producers, content directors, film specialists, marketers etc.

Integrated, Innovation and Media Thinking

Categories

Advertising: Integrated

Innovation: Brand Innovation, Non-brand Innovation

Media: Channels

Judge's selection criteria:

We are looking for high-level creatives, media agencies, marketers, media strategists, technologists, planners etc.

Strategy

Categories

Strategy: Creative Strategy

Judge's selection criteria:

We are looking for strategists, CEOs, creatives, marketers etc.

Special Awards (multiple panels)

Categories

Individual Agency of the Year; Creative Leader/Leadership Team of the Year; Creative Director or Team of the Year; Individual Creative or Team of the Year; Emerging Creative or Team of the Year; Agency Producer of the Year; Individual Director of the Year; Emerging Director of the Year; Music and Sound Company of the Year; Photographer of the Year; Best B2B Campaign

Judge's selection criteria:

We are looking for the highest-level creatives, production/post-production specialists, marketers, craftspeople. Preferably those who no longer have affiliations with the work/companies that are likely to be entered into these categories. We want the legends of the advertising and creative industries.

