
The ADCC Awards

2021 Entry Guide



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About the ADCC Awards

Over 70 years ago, the ADCC Awards were founded to recognize and award creative talent in the field of commercial arts. Since then, we've continued to celebrate the best work in Canadian design and advertising.

The ADCC Awards are unique in Canada. While we celebrate Canadian work and creativity, our judges are exclusively international. We assemble panels of international creatives to ensure that your work is judged and awarded without any bias or politics.

What else makes the ADCC Awards different from other national awards shows? The ADCC is a non-profit, community-run organization. Entry fees from our annual competition ensure we can continue to inspire and educate the creative community through programming like our events, our Created podcast, and our digital Archive - a collection of winning work dating back to our very first show in 1949.

Key Dates for 2021

Deadline for entries	February 5, 2021
Judging	March-May 2021
Finalists announced	May 17-19, 2021
ADCC Awards Show	June 3, 2021

The Scarlet Letter Awards

The ADCC Scarlet Letter awards are determined by the results of the 2021 ADCC Awards judging and are calculated by the ADCC's administration.

The ADCC uses a points system that tallies a company's Gold, Silver and Bronze awards for the current year. Each award level is accorded a different value and Scarlet Letter winners are determined by tabulating total points.

We also divide a company's awards based on the discipline. For example, a company's points for winning entries in the Design category will not count towards their total for Agency of the Year; their design entries will not be combined with their advertising entries.

Here are the categories used to determine the winners of each Scarlet Letter award:

Agency of the Year: Advertising, Film, Radio, Media Innovation, Promo, Branded Content, Advertising Integrated, Public Relations, and applicable Photography, Illustration, Creative Effectiveness, Best Copywriting categories

Design Agency of the Year: Design, and applicable Photography, Illustration and Creative Effectiveness categories

Design Studio of the Year: Design, and applicable Photography, Illustration and Creative Effectiveness and Illustration categories.

Interactive Agency of the Year: Interactive Advertising, Interactive Design, Interactive Miscellaneous and applicable Best Copywriting categories

Production Company of the Year: Film, Radio, Advertising Integrated, Media Innovation, Promo, Branded Content, Public Relations, and Interactive categories

A few important notes:

- An agency with multiple offices (same agency name) will have their points combined, regardless of whether they enter the competition separately. However, agencies with the same parent company that have different branding will not have their points combined.
- Entry credits are used to determine these awards, so please ensure that you include all eligible company names. For example, if an agency or production company is left off of an entry's credits, they will not receive points for that winning entry.
- If more than one agency is responsible for an entry, the entry's points will be split between the two companies. For example, Agency A and Agency B will receive half the awarded points if they are both listed on the entry.

Competition Guidelines

Entry Fees

The Advertising & Design Club of Canada's Awards Show exists to recognize Canadian creative talent.

To ensure your entry qualifies, pay close attention to the category name. For example, if you are entering a photography or illustration category, the award recipient would be the photographer or illustrator. The award recipient must be Canadian, or have official residence status in Canada. For most of the other categories, a key creative team member such as the art director, writer or designer would be the award recipient and therefore must be Canadian. The entry rules do allow for the participation of non-Canadians in the creation of work entered. However, the key creative individual responsible for the work must be Canadian. If you are unsure whether your work meets the requirements for entry, please contact The Advertising & Design Club of Canada (ADCC).

Work must have been first published or aired between June 2019 and January 2021 inclusive.

Please note: Work from June 2019 that was entered into the 2019 ADCC Awards cannot be entered into this year's competition.

Judging

The Advertising & Design Club of Canada's Directions Awards are judged by panels of international creative professionals. Panels will be announced by the ADCC prior to judging.

Results

There will be no more than one Gold award in each of the competition categories. The Club will provide a Gold award statue to the individual or company who paid the entry fee. The Club will also provide printed certificates for Gold, Silver, and Bronze winners to the individual or company who paid the entry fee. Winners may purchase additional certificates or statues through The ADCC.

Notification will not be sent for entries not accepted into the show. Finalists will be announced in May and all winners will be announced at the 2021 ADCC Awards on June 3, 2021. All winning work will be featured online on the ADCC Archive.

Conditions

The Advertising & Design Club of Canada (ADCC) is not responsible for damage or loss of any entry. All entries become the property of The ADCC. By submitting them, you acknowledge The ADCC's right to use them for exhibition and publication purposes. We regret that it is not possible to return entries.

Judges reserve the right to correct or change the category of an entry where applicable. Entrants may be asked to resubmit winning work for exhibition.

All entrants must submit an Executive Approval Form with their entries (available on the entry system). This form must be filled out by the Creative Director or other lead creative responsible for your entries. Completed forms can be emailed to awards@theadcc.ca or faxed to 416.423.3362.

Work must be entered online at awards.theadcc.ca

Deadline for entries: February 5, 2021

Entry Fees & Payment

Entry Fees

SINGLE ENTRY \$195

Advertising, Film, Radio, Media Innovation,
Promo, Branded Content, Public Relations,
Interactive & Best Copywriting

CAMPAIGN ENTRY \$225

Advertising, Film, Radio, Media Innovation,
Promo, Branded Content, Public Relations,
Advertising Integrated, Interactive,
Creative Effectiveness & Best Copywriting

SINGLE ENTRY \$120

Design, Photography & Illustration

SERIES ENTRY \$135

Design, Photography & Illustration

Membership

Members save on the ADCC Awards.

Professional Members

Professional members that are freelancers save 15% on entry fees.
Annual membership dues are \$150 + tax.

Corporate Members

Corporate members receive free single entries, based on company size:

- Studio (2-15 employees): 1 free single entry - \$250 + tax
- Small Agency (16-50 employees): 3 free single entries - \$750 + tax
- Agency (over 50 employees): 5 free single entries - \$2,000 + tax

Both types of memberships run on a calendar year (January-December) offer additional benefits. For details or to become a Member, visit theadcc.ca/membership or please email us at membership@theadcc.ca.

Current ADCC Members will be sent a promotional code to access their discount. Members must enter the promotional code at checkout prior to payment on the system. New memberships must be activated prior to entry.

Payment

It is recommended that you complete all your entries before paying your balance. Payment can be made by credit card online through Iceberg when submitting your entries.

If you are an ADCC Member, please make sure that you are using your promotional code before proceeding with payment.

Payment can also be made offline by cheque. If paying offline, cheques must arrive at the ADCC office within 14 days of completing entries online. Your entry invoice must be included with the cheque.

Please make cheques payable to The Advertising & Design Club of Canada and send to:
2021 ADCC Awards
The Advertising & Design Club of Canada
401 Richmond Street West, Studio 235
Toronto, ON M5V 3A8

Refunds

Entry fees will not be refunded for submissions that do not meet ADCC eligibility requirements.

If work is entered into the wrong category or there are duplicate entries, entrants will have the option to i) move the entry to another category, or ii) enter new work in its place.

Design

Category		Requirements
D1	Symbols & Logotypes The name of the organization and the type of work it does should be indicated under each symbol. Both static and in-motion logos can be entered in this category.	<p>Images are required for all categories. See Specs section for details.</p> <p>Video files and URLs are optional.</p> <p>Entrants may submit (optional) write-ups in PDF format. Write-ups should be a maximum of 150 words.</p> <p>Any files submitted should not include entrant/company information (with the exception of self-promotion work).</p>
D2	Stationery	
D3	Brand Identity - New Brand The successful execution of a scheme across various touch points for a new brand, organization, product or service (e.g. logo, stationery, standards, manual, signage, vehicles, packaging).	
D4	Brand Identity - Rebrand Rebrand or refresh of an existing brand, organization, product or service. A rationale is required (must include previous logo and written rationale of 250 words)	
D5	Complete Design Program The integrated application of a design concept across multiple formats (e.g. brochures, posters, invitations, menu, program). Brand identities are not suitable for this category.	
D6	Annual Reports, Sustainability/CSR Reports	
D7	Brochures	
D8	Catalogues	
D9	Package Design, Single	
D10	Package Design, Series	
D11	Single Magazine Page or Spread Commercial magazines or in-house/magazines/ newspaper/newsletter.	
D12	Magazine Covers Commercial magazines or in-house/magazines/ newspaper/newsletter	
D13	Entire Magazine Issue Commercial magazines or in-house/magazines/newspaper/ newsletter	
D14	Book Covers	
D15	Complete Book Design	
D16	Posters, Single	
D17	Posters, Series (max. 5)	
D18	Environmental Design Signage, exhibition, displays, etc.	
D19	Public Service Design, Single Government agency or non-profit. Single executions only.	
D20	Public Service Design, Series Government agency or non-profit.	
D21	Data Visualization Creative visual representation of data – both print or digital, static or dynamic (e.g. infographics, charts, maps, graphs).	
D22	Graphic Design Self-Promotion	
D23	Typographic Design Any item where type functions in an illustrative manner. Includes editorial typography.	

Design categories continued on next page

Design (continued)

Category		Requirements
D24	Graphic Design Miscellaneous Calendars, menus, greeting cards, announcements, invitations, stamps, album covers, etc. Work entered into D1-D22 cannot be entered into D24.	Images are required for all categories.
D25	Motion Graphics – Offline All offline animated graphic design (e.g. TV and film identity, openings, teasers and title sequences, presentations, concert graphics, typography).	An optional write-up is allowed (see page 7 for details).
D26	Motion Graphics – Online All online animated graphic design (e.g. social media, online graphics).	Video files are mandatory for D25 & D26.
D27	Digital Design All online graphic design, including websites and applications.	A URL is mandatory for D27.
D28	Editorial Digital Design Apps and other digital publications that successfully combine functionality with visual and graphic design elements, including ease of navigation, readability of content, pictures, video, audio, animation or a combination. Entries may or may not be affiliated with a print magazine. Magazine website entries are not eligible.	Entries in D28 must be submitted as an App Store URL to the app. Entries must be made free to download or a promotional code (or similar) must be included to ensure that the judges are able to view the entry for free.

Photography & Illustration

Photographers and illustrators must be Canadian or have resident status in Canada.

Agencies and studios are still eligible to enter work in the photography and illustration categories, as long as the illustrator or photographer meet our eligibility requirements.

Category		Requirements
PH1	Advertising Photography, Single.	Images are required for all categories. See Specs section for details.
PH2	Advertising Photography, Campaign	
PH2	Graphic Design Photography	
PH3	Editorial Photography. Includes conceptual photography, fashion photography, portrait photography, still-life photography and photojournalism (photographic reporting, which may include spot news photography).	Entries must be submitted in context (i.e. the final ad or design work should be submitted, not just the photograph or illustration) – with the exception of unpublished categories.
PH5	Unpublished Photography	Any files submitted should not include entrant/company information (with the exception of self-promotion work).
IL1	Advertising Illustration, Single or Campaign	
IL2	Graphic Design Illustration	
IL3	Editorial Illustration	
IL4	Unpublished Illustration	

Advertising

Category		Requirements
P1	Newspaper Ad, Single	<p>Images are required for all categories.</p> <p>Entries that would be better demonstrated by video should submit a video case study (maximum 2 minutes). Narration of the video is strongly recommended to explain the entry to the judges.</p> <p>Any files submitted should not include entrant/company information (with the exception of self-promotion work).</p>
P2	Newspaper Ad, Campaign (max. 3)	
P3	Consumer Magazine Ad, Single	
P4	Consumer Magazine Ad, Campaign (max. 3)	
P5	Trade Ad, Single or Campaign	
P6	Public Service Ad Print, Single	
P7	Public Service Ad Print, Campaign	
P8	Public Service Non-Traditional Out of home, experiential, direct, or promo - single or campaign executions. Film or digital work is not eligible.	
P9	Advertising Posters, Single Wild postings, standard washroom or free format posters (P.O.P. posters or pole signs), etc.	
P10	Advertising Posters, Campaign (max. 3) Wild postings, standard washroom or free format posters (P.O.P. posters or pole signs), etc.	
P11	Advertising Transit, Single Work specifically designed to run within a transit system (e.g., platform posters, transit door cards, transit cards, including bus advertising and transit-shelter ads).	
P12	Advertising Transit, Campaign (max. 3) Work specifically designed to run within a transit system (e.g., platform posters, transit door cards, transit cards, including bus advertising and transit-shelter ads). Can include transit dominations, vinyls, takeovers and floor decals.	
P13	Advertising Billboard, Single	
P14	Advertising Billboard, Campaign (max. 3)	
P15	Out of Home Enhanced, Single Executions that have used other technologies to enhance traditional media (e.g., extensions, special inks and printing techniques, digital boards, projection, SMS, installations). Work entered into P13 cannot be entered into P15.	
P16	Print Enhanced Single or campaign executions that have used other technologies to enhance traditional print media (e.g., die-cuts, special inks and printing techniques, insertions, QR codes, sampling, augmented reality).	
P17	Experiential, Single Out of home advertising that stands alone to communicate an idea (e.g., stunts, special builds/installations, street teams, live events, pop-up stores). The consumer is only required to experience the piece but not necessarily interact with it.	
P18	Direct Communications designed to target specific markets or elicit a direct response. Single executions or campaigns.	

Advertising categories continued on next page

Advertising (continued)

Category		Requirements
P19	Advertising Best Art Direction, Single Art director must be Canadian or have resident status in Canada.	Images are required for all categories. Any files submitted should not include entrant/company information (with the exception of self-promotion work).
P20	Advertising Best Art Direction, Campaign (max. 3) Art director must be Canadian or have resident status in Canada.	
P21	Advertising Typography	
P22	Advertising Miscellaneous, Single or Campaign Sales kits, calendars, self-promotion, business cards, holiday cards, etc. Single or campaign entries can be entered into this category. Work entered into P22 cannot be entered into P1-P20.	

Radio

Category		Requirements
R1	Radio Single, 1-30 Seconds	MP3 files are required for all categories. See Specs section for details.
R2	Radio Single, Over 30 Seconds	
R3	Radio Campaign (max. 3)	
R4	Radio Public Service, Single	
R5	Radio Public Service, Campaign (max. 3)	
R6	Radio Sound Design & Music	

Film

Category		Requirements
B1	TV Single, 15 Seconds or Less	<p>Video files are required for all entries. See Specs section for details.</p> <p>Images are also required for all categories.</p>
B2	TV Single, 30 Seconds	
B3	TV Single, Over 30 Seconds	
B4	TV Single, Low Budget (\$100,000 or Less)	
B5	TV Campaign (max. 3)	
B6	Cinema, Single or Campaign	
B7	TV Public Service, Single	
B8	TV Public Service, Campaign (max. 3)	
B9	Online Single, Under 45 Seconds Single videos designed to be viewed online. Work entered into B1-B8 cannot be entered into B9.	
B10	Online Single, Over 45 Seconds Single videos designed to be viewed online. Work entered into B1-B8 cannot be entered into B10.	
B11	Online Series (max. 5) Series of videos designed to be viewed online. Work entered into B1-B8 cannot be entered into B11.	
B12	Online Public Service, Single or Series Public service videos designed to be viewed online. Work entered into B1-B8 cannot be entered into B12.	
B13	Direction Director must be Canadian or have resident status in Canada.	
B14	The Mick Griffin Best Editing Award Editor must be Canadian or have resident status in Canada.	
B15	Animation Animator must be Canadian or have resident status in Canada.	
B16	Cinematography Cinematographer must be Canadian or have resident status in Canada.	
B17	Original Music Composer must be Canadian or have resident status in Canada.	
B18	Sound Design Sound designer must be Canadian or have resident status in Canada.	
B19	Special Effects Digital effects, CGI and compositing. VFX artist must be Canadian or have resident status in Canada.	
B20	Non-Commercial Film Craft Non-commercial films, including music videos and short promotional videos. Director must be Canadian or have resident status in Canada.	
B21	Performance Recognizing exceptional performance and casting in film (TV, cinema, online). Performance must be integral to the success of the piece. Performer and casting house must be Canadian or have resident status in Canada.	

Advertising Integrated

Multichannel communications that are led by a central idea but use the mediums in different ways to make the overall communication stronger.

Category		Requirements
IC1	<p>Advertising Integrated Campaign Each entry should consist of a campaign featuring a minimum of three different mediums and a maximum of ten. A case study video demonstrating all campaign executions is required.</p>	<p>Case study videos should be no more than 2 minutes in length. Narration of the video is strongly recommended.</p> <p>Images are also required. The case study will be primarily used for judging, but images must be available.</p> <p>Any files submitted should not include entrant/company information.</p>

Media Innovation

Executions that evolve brand communications. This work should exhibit freshness, originality and have the potential to move the industry in a new direction.

Category		Requirements
MI1	Media Innovation, Single	<p>Images are required for all categories.</p> <p>Entries that would be better demonstrated by video should submit a case study (max. 2 minutes). Narration is strongly recommended.</p> <p>Any files submitted should not include entrant/company information.</p>
MI2	Media Innovation, Campaign	

Promo

Any communication or program that incites the target to directly participate or interact with the brand (e.g. stunts, sampling, coupons, live events).

Category		Requirements
PM1	Promo, Single	<p>Images are required for all categories.</p> <p>Entries that would be better demonstrated by video should submit a case study (max. 2 minutes). Narration is strongly recommended.</p> <p>Any files submitted should not include entrant/company information.</p>
PM2	Promo, Campaign	

Branded Content

Original advertiser funded content; the content is meant to entertain, influence, or inform. Work entered into B1-B12 cannot be entered into this category.

Category		Requirements
C1	Branded Content, Single or Series	<p>Images are required for all categories.</p> <p>Entries that would be better demonstrated by video should submit a case study (max. 2 minutes). Narration is strongly recommended.</p> <p>Any files submitted should not include entrant/company information.</p>

Public Relations

Communications programs that utilize mostly earned media methods to generate attention, influence brand perception and affect audience conversation.

Category		Requirements
PR1	PR Campaign	<p>Images are required for all categories.</p> <p>Entries that would be better demonstrated by video should submit a case study (max. 2 minutes). Narration is strongly recommended.</p> <p>Any files submitted should not include entrant/company information.</p>
PR2	Influencer Campaign	
PR3	Stunt/Event	

The Michael O'Reilly Best Copywriting Award

The ADCC's copywriting award is named to honour Michael O'Reilly for the talent, dedication and generosity he brought to his profession.

Category		Requirements
BC1	Advertising Print, Single or Campaign	<p>Images are required for all categories, except BC3.</p> <p>Scripts must be submitted (PDF) for BC2 and BC3.</p> <p>Any files submitted should not include entrant/company information.</p>
BC2	Film, Single or Campaign	
BC3	Radio, Single or Campaign	
BC4	Digital, Single or Campaign	

Creative Effectiveness

Entries must demonstrate how the creative work was integral to achieving a brand's purpose and drove measurable results. Examples of measurable results include: increase in brand awareness, increase of market share, increase of sales volume, increase of ROI.

The eligibility period for Creative Effectiveness categories is June 2018 to January 2021 inclusive - work submitted must have been first published or aired during this time. Work previously entered into the 2019 ADCC Awards is eligible for first entry into Creative Effectiveness categories.

Category	Requirements
CE1 Creative Effectiveness in Advertising Advertising campaigns or single executions that produced measurable results.	Images are required for all categories.
CE2 Creative Effectiveness in Advertising, Public Service Advertising campaigns or single executions that produced measurable results, for a government agency or non-profit clients. Work entered into CE2 cannot be entered into CE1.	A one-page case document (PDF) must be supplied for all categories. See Specs for details.
CE3 Creative Effectiveness in Design Brand identities, design programs, or single design executions that produced measurable results.	For CE1 and CE2, a case study video is required. Case studies should be no more than 2 minutes. Narration is strongly recommended.
CE4 Creative Effectiveness in Design, Public Service Brand identities, design programs, or single design executions that produced measurable results, for government agency or non-profit clients. Work entered into CE4 cannot be entered into CE3.	Any files submitted should not include entrant/company information.

Interactive (Advertising)

Digital work part of larger marketing communications and campaigns.

Category		Requirements
I1	Websites (Advertising) Websites created to promote a product, service or organization.	<p>Images are required for all categories.</p> <p>Web-based entries must submit a URL to a website. Websites must be live and unchanged through May 2021.</p> <p>Entries that cannot be experienced in their entirety quickly should submit a case study (maximum 2 minutes). Narration is strongly recommended.</p> <p>Any files submitted should not include entrant/company information (with the exception of self-promo work).</p>
I2	Display & Banner Ads Display ads and banner ads, single or campaign.	
I3	Pre-Roll Online advertising that plays before the start of a video, single or campaign.	
I4	Digital Installations Digital work that requires physical or gestural interaction.	
I5	Social Media Campaigns and executions where social media is central to the experience.	
I6	Mobile Campaigns and executions where a mobile device is central to the experience, including apps.	
I7	Design Digital advertising campaigns and executions that feature interactive design elements.	
I8	Integrated Digital Campaigns Campaigns that are primarily based on digital platforms. Campaigns should include two or more digital components – including websites, display advertising, social media, apps, data or creative technology. Offline parts of the campaign are accepted if they work with the digital components.	

Interactive (Design)

Digital work that stands alone (non-campaign). Work entered into Interactive Advertising is not eligible for these categories.

Category		Requirements
I9	Websites (Design) Submissions will be judged on all elements – both aesthetics and conceptual merit.	<p>Images are required for all categories.</p> <p>Web-based entries must submit a URL to a website. Websites must be live and unchanged through May 2021.</p> <p>Entries that cannot be experienced in their entirety quickly should submit a case study (maximum 2 minutes). Narration is strongly recommended.</p> <p>Any files submitted should not include entrant/company information (with the exception of self-promo work).</p>
I10	Website Animation & Motion Submissions will be judged based on use of motion and animation.	
I11	Mobile Apps Submissions will be judged on all elements with emphasis on conceptual merit.	
I12	Mobile Design Submissions will be judged on aesthetics.	
I13	User Interface & User Experience Submissions may include websites and apps, and will be judged on overall flow and feel.	
I14	Experience Design Physical experiences that rely on or incorporate digital elements.	

Interactive (Other)

Category		Requirements
I15	Innovative Use of Technology Digital work that demonstrates technical achievement.	<p>Images are required for all categories.</p> <p>Web-based entries must submit a URL to a website. Websites must be live and unchanged through May 2021.</p> <p>Entries that cannot be experienced in their entirety quickly should submit a case study (maximum 2 minutes). Narration is strongly recommended.</p> <p>Any files submitted should not include entrant/company information (with the exception of self-promo work).</p>
I16	Augmented Reality & Virtual Reality Immersive digital experiences that create new worlds or augment this one.	
I17	Interactive Narrative Digital campaigns and executions where user interaction shapes the narrative of experience – including but not limited to interactive video.	
I18	Creative Data Digital campaigns and executions where data is integral to is development and execution.	
I19	Smart Devices / Voice Assistants Campaigns and executions that use smart devices and/or voice assistants.	
I20	Self-Promotion Digital campaigns and executions promoting agencies or individuals. Video-only entries will not be accepted and should be entered into Online Video in Film.	
I21	Non-Profit & Public Service Digital campaigns and executions promoting non-profit organizations or public services	
I22	Education & Information Digital campaigns and executions designed to educate or inform.	
I23	Games Interactive games, on any platform (website, mobile, etc.), branded or not	
I24	Branded Utility Digital products and experiences that provide B2B or B2C utilities and services.	
I25	Best Use of Sound Digital work where sound is integral to the experience.	
I26	Other Any form of digital advertising that doesn't fit in any of the above categories. Work entered into I25 cannot be entered into I1-I24.	

Entry Requirements

Images

- Images should be a minimum of 2400 pixels (8") and maximum of 4800 pixels on the longest side.
- Digital image files must be high res JPEG (300 DPI)
- Digital image files must be RGB colour mode
- Screen grabs must be submitted for video and interactive entries (72 DPI)
- Digital project boards may be submitted where necessary, information on project boards must be visible when viewed from a distance (projected)
- Integrated Campaign entries must submit images of the campaign components

Audio

- All audio files must be MP3 format
- Do NOT include agency information
- Do NOT include audio slates

Video

- Video files must be uploaded through the entry system
- All videos must be 16x9 format (4x3 videos should be submitted with black pillars) 1920 x 1080 is preferred resolution (minimum resolution is 1280 x 720)
- Videos should be .mov or .mp4 files H.264 compression with maximum bit rate of 8196 kbps
- Audio compression must be AAC
- Do NOT include colour bars or tone
- Do NOT include agency information or slates
- Campaign files should be uploaded as separate files
- French entries should include English subtitles

URLs

- Entries must be an active URL and should remain active and unchanged through May 2021
- URLs of videos hosted online are not acceptable (Vimeo, YouTube, etc)
- Landing pages featuring a case study will be accepted
- Password-protected URLs are not recommended; if necessary, include password information in a PDF (uploaded to the entry system)
- URLs submitted should not include agency/entrant info

PDFs

- PDFs for digital images are NOT accepted
- Password information for URLs can be provided in PDF format (uploaded to the system)
- Radio entries (R1-R6) should also upload scripts to the entry system in PDF format
- Best Copywriting (BC2, BC3) entries should also upload scripts to the entry system in PDF format.

Creative Effectiveness Case Document

- A one-page PDF write-up must be supplied for Creative Effectiveness entries (CE1-CE4)
- Case documents should outline the following for your entry: Challenge, Strategy, Creative Idea/Execution, and Results.
- Case documents should be no more than 800 words total.
- Case documents should not identify the agency/company entering the work.
- Client verification of results will be requested for shortlisted work.

Entry Credits

Complete and final credits must be submitted at time of entry.

The ADCC Awards is a creative awards show that exists to recognize the creative talent involved. We encourage you to make every effort to limit credits to creatives and essential partner companies involved in your work. The ADCC reserves the right to amend or remove credits that appear on the Archive, in the Annual and on awards (statue or certificates).

Your credits will be limited to the following options:

Client	Design Director	Production Company	VFX	UX Designer
Agency	Art Director	Executive Producer	Music & Sound	UI Designer
Design Studio	Designer	Director	Sound Designer	PR
Interactive Agency	Writer	Cinematographer	Music Director	Social Media
Chief Creative Officer	Photographer	Director of Photography	Composer	Strategy
Executive Creative Director	Illustrator	Editing House	Engineer	Account Team
Creative Director	Typographer	Editor	Animation House	
Creative Director, Design	Publication	Post Production	Animator	
Creative Director, Digital	Printer	Colourist	Animation Director	
Group Creative Director	Producer	Online	Developer	
Associate Creative Director	Agency Producer	Transfer	Casting	

Contact Us

For questions about categories, entry requirements and general awards information, please contact The ADCC directly: awards@theadcc.ca or call 416.423.4113.

For technical support and questions about the entry system, please contact Iceberg:
support@icebergapp.com

For more information about the ADCC, please visit our website: <http://theadcc.ca>

Please send all cheques to:
2021 ADCC Awards
The Advertising & Design Club of Canada
401 Richmond Street West
Studio 235
Toronto, ON M5V 3A8

Stay connected to The ADCC:
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