



Local Only Categories

Ideas that Didn't Fly: Work that was presented to the client but did not appear in market. Judged on design and overall concept.

Advertising Works Award: Submit a marketing plan and budget as a double page write-up, demonstrating positive results for a client based on advertising.

Client of the Year: Submit an essay describing a project made possible by a client's exceptional support and commitment working with the agency.

Best Work on a Shoestring Budget: Any digital, video, interactive or printed piece that was conceived and created on a budget of \$1,000.00 or less. Please submit both the piece as well as the corresponding dollar amount spent on creation, development and production.

Emerging Talent: The emerging talent category is for professionals who have been in the advertising and marketing field for one to five years. Work can be completed on behalf of a client or part of a portfolio to expand the individual's experience. The work *does not* have to have appeared in market.

Additionally, the work can be print, digital (banner ads, social, websites etc.), television, radio or an integrated campaign. The work can be a creative way to implement any of the above tactics as long as it is a representation of the individual's ingenuity and creativity.

Please provide a 250 word write up of the planning and thinking behind the entry.

Albuquerque 30: All local submissions are automatically entered in the Albuquerque 30 competition, which pulls the top scoring ideas and recognizes them as a member of the Albuquerque 30.