

The 4A's O'Toole Awards for Creative Excellence

Welcome to the 4A's O'Toole Awards for Creative Excellence. It's the toughest creative award in the business because it's based on the work you do for lots of brands, not just one. That means you can't win with one great idea, you have to be great again, and again, and again.

Creativity on this scale has to have a winning trophy to match, which is why The O'Toole is the biggest award trophy in the industry. You'll have to get a new table just to hold it.

The Awards Show will be held during our Transformation Conference in Los Angeles in March 2012. It's the perfect venue to showcase the stuff that makes our industry's pulse race. Because, it's all about creativity, isn't it?

Categories

- **O'TooleBox:**
The media we all use has changed, but it's still the idea that counts. This category honors excellence in creative and original thinking for a single campaign executed across a minimum of 5 different contact points. Your entry should comprise a single file, running no more than 2 minutes, that cohesively strings together the different creative executions; narrative is acceptable. Judges are looking for creative excellence and original thinking in an integrated message for a single campaign idea.
- **Agency Award** (3 sub-categories)
 - **Large Agency:** You must enter 8 individual pieces of work for 8 separate brands, one of which may be a Public Service Ad.
 - **Mid-Sized Agency:** You must enter 5 individual pieces of work for 5 separate brands, one of which may be a Public Service Ad. If you want to take on the Large Agencies, you may enter the Large Agency Category.
 - **Small Agency:** You must enter 3 individual pieces of work for 3 separate brands, one of which may be a Public Service Ad. If you want to make a name for yourself, you can enter the Large or Mid-Sized categories.

The Judging

We've always been proud of the unique "body of work" approach that makes our O'Toole Awards the toughest in the industry. And we're also unique in our judging methods. Entries are judged with an "agencies-judging-agencies" procedure, whereby whole agencies (all win/place/show in previous competitions) are invited to judge a category other than the one they entered.

Eligibility

The O'Toole Awards are open to all agencies. All entries must have aired or appeared in print for the first time between July 1, 2010 and December 31, 2011.

O'Toole Awards entries can only be submitted online: www.otooleawards.com

Deadlines and Entry Fees

Early Bird Deadline: Friday, December 16

Entry Fees:
O'TooleBox: \$795
Large Agency: \$995
Mid-Sized Agency: \$695
Small Agency: \$495

Drop-Dead Date: Friday, January 13, 2012

Entry Fees:
O'TooleBox: \$995
Large Agency: \$1,195
Mid-Sized Agency: \$895
Small Agency: \$695

The Show

The O'Toole Awards will be presented in late March during the 2012 4A's Transformation Conference in Los Angeles. Keep up-to-date on the event by checking into www.otooleawards.com.

Submission Information

Entries can only be submitted online at www.otooleawards.com.

Allowable file types & sizes:

- **Accepted file formats:** doc; docx; ; PDF; mpg; mov; wmv; MP4, ppt
Interactive: Submit linked still image (.doc, .pdf, .ppt) or video (.mov, .wmv).
Accepted file size: Files cannot be larger than 20MB; print can be 72 DPI.
URLs: Submit linked PDF or Word doc of homepage screen shot. We recommend that your link takes judges to a designated landing page that clearly directs judges to what you want them to see.
- For O'TooleBox entries, we ask for a single, 2-minutes file, no larger than 20MB, that cohesively strings together the different ads; narrative is acceptable. Remember, it's the creative that counts, not results.

Overview

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Categories

The categories for the O'Toole Awards:

- **O'TooleBox**
- **Agency Award:**
 - **Large Agency:** Agencies With More Than 300 Employees
 - **Mid-Sized Agency:** Agencies With Between 100–300 Employees
 - **Small Agency:** Agencies With Less Than 100 Employees

Note: Agency employees is the number of full-time equivalent (FTE) employees at the agency office; for agencies wishing to consolidate the

work of various offices, the number of FTE employees would be the total of all offices represented in the entry.

- **You May Enter a Higher Category**
Mid-Sized and Small Agencies may enter in a higher category. *You may not enter a category less than your employee designation.*
- **Agency Category Entries Must Represent Different Brands**
You cannot submit more than one piece of advertising **per brand** in the Agency categories. If your agency represents fewer than the required number of brands, you cannot enter this category.

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- **Judging**

Judging takes place in late January/early February.

Other Important Information

- Agencies may consolidate the best work of all of their offices in one entry, or individual offices may submit independently. Work submitted by independent offices may not be included in consolidated entries.

- The decision of the judges is final.
- Finalists may be asked to submit additional materials for the awards show.

FAQs

What are the judges looking for? The O'Toole Awards judges seek overall creative excellence in an agency's body of work, whether for multiple brands (as in the Agency Award) or a body of work across multiple contact points for a single brand (as in the O'TooleBox Award).

Can we enter montages of our work? You may *not* enter montages for Agency categories; you may enter a montage for the O'TooleBox.

How many ads must I enter? That depends on the category you enter. In the Agency Category: Large Agencies must enter 8 pieces; Mid-sized

agencies must enter 5; and Small Agencies must enter 3. In the O'TooleBox Category, you must enter at least 5 pieces representing five different contact points.

In the Agency Category categories can we enter more than one piece of advertising for a brand?

No. You may enter *only* one piece of advertising per brand and you must enter the number of ads required for your agency size category. If this is not possible, you cannot enter the Agency portion of the competition.

About the O'Toole Awards

Proceeds from the competition are earmarked for the 4A's Foundation, Inc.'s scholarship fund for multicultural students of the advertising creative arts. The scholarship program is one of several 4A's initiatives designed to increase the level of diversity in the creative departments of U.S. advertising agencies.

From a single agency category in 1991, the competition (then known as the A+ Awards) now encompasses three agency awards for three different agency size groups. In 1998, the awards were renamed after John O'Toole, former chairman of FCB and former president-CEO of the 4A's, and we designated all proceeds for the 4A's Foundation, Inc.

The O'TooleBox category was established in 2006 to recognize the great integrated work that agencies are doing for clients across many contact points. The O'TooleBox still recognizes an agency for its body of work, but instead of a body of work across different brands, it is for a body for work across different contact points for one brand.

The Small Print

- *All entries submitted become the property of 4A's.*

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- *Entrants grant permission to 4A's to show entries in supplementary presentations, and as often as 4A's feels advisable. Selected work from winning entries will be displayed in the "Winners Gallery" section of the O'Toole Awards Web site, www.otooleawards.com. Entrants also agree to hold 4A's harmless of any claim that may be made against it for any reason in any presentation, in any venue.*
- *Winning entries may be edited for awards presentation.*
- *It is understood by entrants that 4A's may charge a service fee for use of these materials and can reproduce video and slide material as needed. If a telecast of selected award winners is arranged with a network or local station, the entrant agency agrees to absorb talent or other residual charges that may be incurred by inclusion of one or more of its award winners in such a program, provided that these charges are not waived by the individuals, firms, or unions involved. Before any such telecast, winners will be advised that their spots are to be included as part of said program.*

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