



The 2021 Creative Awards

Frequently Asked Questions

Q. Do you offer a cash prize?

No, we do not offer a cash prize.

Q. Do we also need to submit a physical copy of our digital entries?

No, for 2021 we only require a digital submission of work. Physical submissions of work will not be accepted due to COVID-19.

Q. Can I submit my work via e-mail and just include a credit card number with it?

No, we do not accept entries via email. All entries must be registered using our online submission system.

Q. Can I submit work that was published or produced in any year?

No, the 2021 Creative Awards show is for work published or produced in 2020.

Q. Can I submit spec, or unpublished work, into this competition?

No, we do not accept spec or unpublished work in this competition. We do now feature Self Promotion award categories (Design, 3901/02); however, all pieces submitted must have been physically produced or published by an independent third party (publishing to a self-managed social media or portfolio site does not qualify).

Q. Will my entries be returned?

No. Once submitted, works become the property of the Advertising Club of Western MA.

Q. Can I enter one project into multiple categories?

Yes, excluding the Student category.

Q. I am an Ad Club Member – why do my entry costs show \$80 per submission?

All entries will appear as \$70 until checkout. At checkout, members must enter their unique code to receive the \$30 member-specific rate per entry. This code will be emailed in early March, from info@adclubwm.org. Please keep in mind that this unique promo code is tied directly to each Ad Club member's name in our system; if entries are received using a promo code that does not match membership information, non-matching entries may be receive your member promo code, please contact us.

Q. Can I enter my work as a series?

Yes, but all work in a series must be part of the same campaign. When works are submitted as a series, they are judged together as a group. The overall strength of the series depends on each individual piece and its function within the campaign.

Q. What if I don't know which category to put my piece in.

Choose the category that you feel best fits your submission.

Q. Do you accept work on a jump drive?

No, all work must be uploaded digitally using our online submission system.

Q. When will we know if our entry was chosen?

Award recipients will be notified within the week preceding the Advertising Club's awards event. The level of award will not be communicated to recipients until the night of the event.

Student Category

Q. What can be entered in the student category?

Any project created for a post-secondary school assignment. We do not accept personal unpublished work in this competition. The work must be completely original and not utilize content owned by another copyright holder unless the entrant has been granted specific usage rights. If a student project is selected and documentation of specific usage rights cannot be supplied, the project will be disqualified. The Advertising Club of Western Massachusetts is not liable for any copyright infringement on the part of the entrant, and will not become involved in copyright disputes.

Q. Do students receive a discounted entry cost?

Yes, student entries are accepted for the discounted entry fee of \$20. A student ID is required. Please leave a voicemail at 413-342-0533 or email info@adclubwm.org to receive this discounted student rate.

Q. Can I enter a student project into non-student categories?

If the work is entered in the student category, it cannot be entered in non-student categories.

If you have any other questions you can reach us at info@adclubwm.org or 413-342-0533