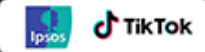


# 2023 ARF DAVID OGILVY AWARDS

# FINALISTS

SPONSORED BY



## FINALIST DEADLINES

Follow the guidelines below for what we need to honor your campaign during the awards ceremony and beyond.

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### CHECKLIST

More information on each deliverable can be found on the following pages.

#### AUG 11

- Approve campaign name and brand
- Approve of creative image/frame

#### SEPT 5

- Confirm :15 ad to be feature at ceremony
- Approve written explanation/case study to be published
- Approve or share contributor list

#### SEPT 8

- Register yourself (and your team) for the event
  - Confirm the onstage award recipient from your team
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## DUE AUGUST 11

**NAME OF CAMPAIGN + BRAND:** Approve exact wording of the name of the campaign + brand to be featured on all marketing materials and trophy.

**CREATIVE FRAME:** Approve creative frame/image to be featured on our website and all social media.

## DUE SEPTEMBER 5

### CREATIVE

Confirm or share which creative media you want to showcase at the award ceremony (one ad per campaign).

- Video files must be:
  - :15 max (we suggest sharing both a :15 and :30 version)
  - .mov or .mp4 format.
  - Frame Rate: 30fps is preferred but 29.97fps or 24fps will also work.
  - Files should be 1280 x 720, h264, (higher res can be accepted)
  - Audio should be encoded at 44100hz.
  
- If you are sending other creative, such as print, it must be high resolution and legible.
  - IMPORTANT: Due to time constraints of the ceremony, we may or may not feature each ad in its entirety.
  - Condensed versions or a sizzle reel including the ad may be displayed or showcased during the event.

**FINAL CASE STUDY/WRITTEN EXPLANATION:** A final version of your written explanation will be published on our website as well as Warc's website. If needed, you can find the required template [here](#) (same format as the entry written explanation).

**CAMPAIGN CONTRIBUTORS:** Provide a list with individuals and/or companies involved in the campaign, including their first name, last name, title and company name to be featured at the end of your published case (20 participants max).

## DUE SEPTEMBER 8

### REGISTER

- Be sure to register to hold your spot at the reception as soon as possible!
- Though we would never penalize you for registering later, it helps us plan the best experience possible knowing who from your team is attending and how we can accommodate all attendee needs.
- [Click here](#) to learn more and purchase a ticket.

**ACCEPTING AWARD:** We also need to confirm who from your team will be accepting the trophy onstage.

- Reception begins at 4:30pm ET.
- There must be one designated individual to accept the award.
- More details on the ceremony to come!

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### EVENT DETAILS

October 4, 2023 / 4:30-8:00pm / Tribeca Rooftop  
2 Desbrosses Street, NYC  
(212) 625.2600

*Creative Effectiveness Program:*

9:00am: Check-in + Breakfast

10:00am-4:00pm: Program (includes lunch + break)

4:00pm: Cocktail Reception

*David Ogilvy Awards Dinner and Reception:*

4:30pm: Doors Open + Cocktails

5:30pm sharp: Dinner + Awards Ceremony

7:00pm Music + Celebrations

Dress: Business Casual

Tickets include full open bar and dinner.

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**Questions?** Reach out to Sara Serpe at [sara@thearf.org](mailto:sara@thearf.org).