

FINALIST DEADLINES

Use these requirements as a guide as you prepare for the David Ogilvy Awards ceremony and post-event marketing.

SUMMARY

by AUG 22

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

by SEPT 5

- :15 spot for award ceremony (approved or updated)

by SEPT 5

- Final case and contributor list (approved or redacted)

by SEPT 25

- Register your team
- Confirm onstage award recipient

DELIVERABLE DETAILS

DUE AUGUST 22

- **CAMPAIGN TITLE + BRAND:** Approve exact wording of the campaign title + brand name 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 SEPT 5

- **CREATIVE:** Confirm or share which ad to be showcased at the award ceremony (only one ad per campaign). Video files must be:
 - :15 max (if you need to send :30 we'll see what we can do)
 - .mov or .mp4

- Frame rate: 30fps preferred
- Files should be 1280x720, h264 (higher res can be accepted)
- Audio should be encoded at 44100hz
- Other media, such as print, must be high resolution and legible.

IMPORTANT: due to the time constraints of the ceremony, we may not feature each ad in its entirety. Condensed versions or a sizzle reel including the ad may be displayed during the event.

DUE SEPT 5

- **FINAL CASE:** A final version of your written explanation from your original entry will be published on our website (accessible to ARF members).
 - All entrants can send a redacted version of their case.
 - Every approved case should be formatted in the template provided and must be written in third person.
- **CAMPAIGN CONTRIBUTORS:** Provide a list with individuals and/or companies involved in the campaign, including first name, last name, title and company name to be featured at the end of your published case (20 participants max).

DUE SEPTEMBER 25

- **REGISTER YOUR TEAM:** Knowing in advance who from your group is attending helps us plan the best experience possible for our finalists. [Go here](#) to learn more and purchase tickets or reach out to registration@thearf.org with specific questions.
- **ACCEPTING AWARD:** We need to know who from your group will be accepting the trophy onstage.
 - Cocktails and Reception begin at 5:00pm sharp.
 - There should be one designated individual to accept each award.

EVENT DETAILS

DATE: OCTOBER 16, 2025

LOCATION: Tribeca Rooftop, 2 Desbrosses St., NYC, (212) 625-2600

Creative Effectiveness Conference

9:00-10:00am: Check-in + Breakfast

10:00am-5:00pm: Program (includes lunch + break)

5:00pm: Cocktail Reception

David Ogilvy Awards Dinner and Reception

5:00pm: Cocktail Reception

6:00pm sharp: Dinner + Awards Ceremony

8:00pm: After Party

Dress: Business Casual

Awards tickets include full open bar and dinner.

Combo and streaming tickets are also available. [Go here to register](#) or reach out to registration@thearf.org for group tickets and questions.