



Are you submitting for an individual?

- Please provide a short bio, including relevant qualifications. (Max 200 words)
- Why does this individual stand out in the industry? (include examples of innovation, creativity, leadership). (Max 300 words)
- Please provide a specific example that demonstrates the quality and creativity of their work including the results it has produced (Max 500 words)
- Please provide a reference. (Max 250 words)

Are you submitting for a company?

- Please outline how the company has challenged the status quo and is showing leadership in the relevant category (include specific examples). (Max 750 words)
- Please provide evidence of effectiveness (use of testimonials and figures are strongly encouraged). (Max 250 words)

Are you submitting for a campaign/initiative?

- Please provide an outline description of the campaign/initiative. (Max 250 words)
- Describe what made the campaign/initiative innovative or groundbreaking. (Max 250 words)
- Demonstrate the impact of the campaign/initiative using figures and testimonials. (Max 500 words)