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# HATCH 61

E N T R Y K I T

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# ABOUT THE HATCH AWARDS

Celebrating its 61st year, the Hatch Awards is New England's annual awards for creative branding and marketing. With award categories ranging from print to video, audio to digital, mobile, and web-based content, the Hatch Awards continue the tradition of celebrating the very best in creative excellence in the region.

## HATCH AWARDS SHOW

**Location:** In person event, venue to be announced

**Date:** Late April/Early May 2022, exact date to be announced

## GUIDELINES

### Call for Entries

**Open:** January 24, 2022

**Close:** February 18, 2022

### Who May Enter

Any brand or creator responsible for the creation of advertising, design, direct marketing and/or interactive material, such as an advertising agency, in-house agency, design studio, advertiser, publisher, broadcaster, production house, content creator or freelancer. Creator or client must be New England-based.

### What May be Entered

Any advertising, design, direct or interactive materials first published, broadcast, distributed, or posted between **July 2020 - October 2021**. The creative concept must have roots in New England, whether it be work from a New England-based agency or for a New England-based client.

## Submissions

You may enter your work into as many applicable categories as it belongs. If it does not fit, The Hatch Committee reserves the right to re-categorize any entries. Such entries will be placed into their appropriate category as defined here in the Call for Entries. Any piece that is moved by the Committee may be done so without notification.

For all categories, entrants may include a brief video explanation and/or supporting documents in addition to other materials explaining their entry, *but it is not required*.

## Entry Pricing

### **\$200: Non-Member Rate**

### **\$150: Ad Club Member Rate**

*Members of The Ad Club can access member-only pricing using the promo code ADCLUBMEMBER during check-out.*

### **\$50: Student Rate**

*Students must still be enrolled in school and only have worked in the creative field for no more than one year. Students may only enter in Student Classification sector. Email [hatch@adclub.org](mailto:hatch@adclub.org) to receive the promo code.*

## Judging

All entries are judged by a hand-picked panel of worldwide experts. The judges score all work on a numerical scale, so every category **may not** have a winner. There is one Best of Show winner and multiple Gold, Silver, Bronze and Merit winners.

## Hatch Bowls

Best of Show winner will receive one engraved, glass Hatch bowl. All winners will receive two engraved Hatch bowls per winning entry. You have the opportunity to order additional Hatch Bowls at your own cost from Honor Craft. Email [dosullivan@honorcraft.com](mailto:dosullivan@honorcraft.com) to do so.

## Questions?

Questions? For any questions regarding entries or tickets for The Hatch Awards show, please contact [hatch@adclub.org](mailto:hatch@adclub.org).

For any technical issues regarding the Iceberg Platform, please contact [support@icebergapp.com](mailto:support@icebergapp.com)

# AWARD CLASSIFICATIONS & CATEGORIES DEFINITIONS

## Design

Any and all advertising where the design drew consumers to the brand. These submissions can include everything from logos, to websites, to physical structures, to complete packaging and 3D application. Both campaigns and single entries accepted

### Required:

- At least 3 but no more than 10 JPEG or PNG images that best represent your design

### Additional Accepted Media:

- Up to 5 video files. MOV and MP4 formats accepted. No slates or credits. Case studies not permitted.
- 1 PDF. Case studies not permitted.
- URLs. Please do not host work on a website that identifies the individuals or agency submitting the work.

## Digital

Any online or virtual experience, including apps, web tools, websites, platforms, or technological thinking that connects the consumer back to the brand. Both campaigns and single entries accepted.

### Required:

- At least 1 but no more than 10 JPEG or PNG stills that best represent your work

### Additional Accepted Media:

- Case study video (max 3 minutes) or case study PDF
- Up to 5 videos. MOV and MP4 formats accepted. No slates or credits. Case studies not permitted.
- 1 PDF. Case studies not permitted.
- Up to 5 URLs. Please do not host work on a website that identifies the individuals or agency submitting.

## Film

It might make you laugh, it might make you cry, but either way you remember it. Any campaign or single piece of work where film/video is the primary format. This includes both long and short form.

### Required:

- 6 JPEG or PNG stills that best represent the work
- At least 1 but no more than 5 video files.
- MOV and MP4 formats accepted. No slates or credits. Case studies not permitted.

## Print

Exceptional use of and design for all types of print media. Entries in this category can be magazines, posters, catalogs, books, newspaper ads. Anything that creates a big impact on a page. Both campaigns and single entries accepted.

### Required:

- At least 3 but no more than 10 JPEG or PNG images that best represent your work

### Additional Accepted Media:

- 1 PDF. Case studies not permitted.
- URLs. Please do not host work on a website that identifies the individuals or agency submitting the work.

## Brands Amplified

Show us how you blew up a brand's awareness, and the fresh ideas you brought to a business. Podcasts, TikTok, branded entertainment, media partnerships... any creative or media execution whose goal was to amplify a brand message or platform. This category recognizes big thinking, big ideas, and big awareness.

### Required:

- At least 1 but no more than 10 JPEG or PNG stills that best represent your work

### Additional Accepted Media:

- Case study video (max 3 minutes) or case study PDF.
- Up to 5 videos. MOV and MP4 formats accepted. No slates or credits.
- Up to 5 audio files. MP3 format.
- 1 PDF
- Up to 5 URLs. Please do not host files on a website that identifies the individuals or agency submitting.

## Equity

The creative communications industry has the power to influence culture to become more equitable and inclusive. Any form of advertising that allows historically marginalized people to see themselves reflected authentically in the stories, or works to correct a misperception, including, but not limited to: ageism, gender, LGBTQ+, racial, social or equity for persons with disabilities.

### Required:

- Written explanation of the big idea and how it was executed, including its purpose, and how it worked to influence culture to be more equitable.
- At least 1 but no more than 10 JPEG or PNG stills that best represent your campaign.

### Accepted Media:

- Case study video (max 3 minutes) or case study PDF.
- Up to 5 videos. MOV and MP4 formats accepted. No slates or credits.
- Up to 5 audio files. MP3 format.
- 1 PDF
- Up to 5 URLs. Please do not host files on a website that identifies the individuals or agency submitting the work.

## Media Is The Message

These ideas are where the media plays as important a role as the message. One cannot be separated from the other. All media types and executions are accepted.

### Required:

- Written explanation of the big idea and how it was executed, including why it could not have succeeded without the media plan and buy.
- At least 1 but no more than 10 JPEG or PNG stills that best represent your campaign.

### Additional Accepted Media:

- Case study video (max 3 minutes) or case study PDF
- Up to 5 videos. MOV and MP4 formats accepted. No slates or credits. Case studies not permitted.
- Up to 5 audio files. MP3 format
- 1 PDF. Case studies not permitted.
- Up to 5 URLs. Please do not host work on a website that identifies the individuals or agency submitting.

## Street Stoppers

This is for the out-of-home work that that stopped consumers in their tracks, and engaged them in an out-of-home environment. Entries in this category can be anything from a simple billboard, to a pop up environment, to an art installation.

### Required:

- At least 1 but no more than 10 JPEG or PNG stills that best represent your work

### Accepted Media:

- 1 PDF
- Up to 5 videos. MOV and MP4 formats accepted. No slates or credits.

## Work For Good

Creative that mobilizes people behind a shared purpose. Any form of advertising that worked to change a habit or change an opinion, and created positive results.

### Required:

- Written explanation of the big idea and how it was executed, including its purpose, and how it worked to change a habit or opinion.
- At least 1 but no more than 10 JPEG or PNG stills that best represent your campaign.

### Accepted Media:

- Case study video (max 3 minutes) or case study PDF.
- Up to 5 videos. MOV and MP4 formats accepted. No slates or credits.
- Up to 5 audio files. MP3 format.
- 1 PDF
- Up to 5 URLs. Please do not host files on a website that identifies the individuals or agency submitting.
- 1 PDF
- Up to 5 URLs. Please do not host files on a website that identifies the individuals or agency submitting.

## Student

At least 1, but no more than five (for campaign), pieces of work in any media. Both single entries and campaigns accepted. Students may submit a maximum of 3 entries.

All work submitted in these categories must be speculative. All students still enrolled in college are eligible, as are students of The Ad Club classes and other professional development programs. Work in the Student category is ineligible to be entered in any non-Student category, and vice versa. Work made while employed as a full-time creative is not eligible.

### Required:

- At least 1 but no more than 10 JPEG or PNG stills that best represent your work

### Accepted Media:

- Up to 5 videos. MOV and MP4 formats accepted. No slates or credits.
- Up to 5 audio files. MP3 format.
- 1 PDF
- Up to 5 URLs. Please do not host files on a website that identifies the individuals or agency submitting.

## The Next Gen

The only thing more important than The Hatch Award's history is its future. Nominate a student or interns who exemplifies the next generation of thinking. This is their work either in school or created while at an internship. These are not full-time agency employees.

### Required:

- Written entry that details why you believe they represent the next generation of New England advertising.

### Strongly Recommended:

- Portfolio or pieces of work from the person you are nominating.

### Additional Accepted Media:

- Up to 10 images. JPEG or PNG format.
- Up to 10 videos. MOV and MP4 formats accepted. No slates or credits.
- 1 PDF
- Up to 5 URLs.