



HATCH63

ENTRY KIT



ABOUT THE HATCH AWARDS

Celebrating its 63rd year, the Hatch Awards is New England's annual award 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

Date: The Hatch Awards Show will take place October 24, 2024.

Location: Big Night Live

GUIDELINES

Call for Entries

Open: April 8, 2024, 12:00pm EDT

Close: May 3, 2024, 5:00pm EDT

Who May Enter

The Hatch Awards are open to any creator, brand, agency/in-house agency or company who is based in New England or who's client is based in New England. Once that criteria is met entry is based on the requirements by category.

What May be Entered

Any advertising, design, direct, or interactive materials first published, broadcast, distributed, or posted between **November 1, 2022 and December 31, 2023**. The creative must be work from a New England-based agency or for a New England-based client.

Submissions

You may enter your work into as many categories as are applicable. 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 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 unless stipulated in the specific category requirements.

Entry Pricing (per entry)

\$225: Non-Member Rate

\$175: 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 to receive the promo code.

Judging

All entries are judged by a carefully selected jury of global experts. The judges will be announced shortly. 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

The Best of Show winner will receive one engraved, glass Hatch bowl. Gold Silver and Bronze 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 kconrod@honorcraft.com to do so.

Questions?

For any questions regarding entries or tickets for The Hatch Awards show, please contact (hatch@adclub.org).

For any technical issues regarding the Iceberg Platform, please contact support@icebergapp.com

AWARD CATEGORIES

Artificial Intelligence:

- [AI Innovation](#)

Audio:

- [Audio Campaign](#)
- [Auto Single Entry](#)
- [Podcast](#)

Branding:

- [Branded Content](#)
- [Branding Launch Campaign](#)
- [Identity System](#)
- [Logo Design](#)

Business Communications:

- [Annual Report](#)
- [Business-to-Business Campaign](#)
- [Business-to-Business Single Entry](#)
- [Company Literature](#)
- [Corporate Communications](#)

Cause Related:

- [Equity](#)
- [Public Service Campaign](#)
- [Public Service Single Entry](#)
- [Work For Good](#)

Digital:

- [Advertising Campaign](#)

Elements of Advertising:

- [Illustration & Animation](#)
- [Music](#)
- [Special Effects + Photo Editing](#)
- [Typography](#)
- [Videography](#)

Experiential

- [Consumer Activation](#)
- [Live or Virtual Event](#)

Media Innovation:

- [Innovative Use of Media Campaign](#)
- [Innovative Use of Media Single Entry](#)

Mobile + Social:

- [App + Game](#)
- [Campaign Earned](#)
- [Campaign Paid](#)
- [Influencer Campaign](#)
- [Mobile Advertising Campaign](#)
- [Mobile Advertising Single Entry](#)
- [Multi-Platform Social Campaign](#)

Multi-Platform:

- [Multi-Platform Campaign](#)

Out-of-Home:

- [Out-of-Home Campaign](#)
- [Out-of-Home Single Entry](#)

Print:

- [Consumer Magazine Campaign](#)
- [Consumer Magazine Single Entry](#)
- [Newspaper Campaign](#)
- [Newspaper Single Entry](#)
- [Packaging & Point-of-Purchase Campaign](#)
- [Packaging & Point-of-Purchase Single Entry](#)
- [Poster Campaign](#)
- [Poster Single Entry](#)

Student:

- [Student Campaign & Single Entry](#)

Video:

- [Video Long Form Campaign](#)
- [Video Long Form Single Entry](#)
- [Video Short Form Campaign](#)
- [Video Short Form Single Entry](#)
- [Video 30 Seconds and Under Paid Campaign](#)
- [Video 30 Seconds and Under Paid Single Entry](#)
- [Video 60 Seconds and Over Paid Campaign](#)
- [Video 60 Seconds and Over Paid Single Entry](#)
- [Video Paid Campaign, Varying Lengths](#)

Website:

- [Product/Goods/Service/eCommerce Website](#)
- [Self Promo Website](#)

Specialty Awards:

- [The Next Gen Award](#)
- [Young Creative Award](#)
- [Lifetime Achievement Award](#)
- [The In-House Creative Excellence Award](#)

AWARD CLASSIFICATIONS & CATEGORIES DEFINITIONS

Artificial Intelligence: AI Innovation

The AI Innovation Award recognizes creative work that uses Artificial Intelligence to solve marketing problems.

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

Audio: Campaign

Commercials promoting consumer or business products or services (both broadcast and streaming radio ads will be accepted).

Accepted Media:

- Audio: .MP3 PLUS the script

Audio: Single Entry

Individual commercials promoting consumer or business products or services (both broadcast and streaming radio ads will be accepted).

Accepted Media:

- Audio: .MP3 PLUS the script

Audio: Podcast

A single episode or series available either on brand's website or social platforms or via a podcast platform.

Accepted Media:

- Audio: .MP3 PLUS the script

Branding: Branded Content

Creative executions that fuse advertising and editorial content as a way to communicate a brand's message to its target audience. Branded Content can appear in any media form. [All Media]

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

Branding: Branding Launch Campaign

Work across at least 3 mediums representing a company or organization's overall new brand positioning effort.

Accepted Media:

- Video: .MOV or .MPG (no slates) PLUS the script
- Audio: .MP3 PLUS the script
- Print: PDF or JPEG

Branding: Identity System

At least three but no more than six examples of a brand identity system including logo, color palette, imagery style, tagline, or other elements that connect the user with the brand experience no matter what type of interaction they have. Entries can include photography, video, illustration, graphics, and animation, or can move beyond the visual to engage the other senses.

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script
- Interactive: URL PLUS login information for password-protected sites

Accepted Media:

- Case study video (3 minutes or less) or case study PDF

Branding: Logo Design

Logo design for any company or brand, even your own company.

Accepted Media:

- Print: PDF or JPEG

Business Communications: Annual Report

Print or digital annual report for a company, including non-profit organizations.

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

Business Communications: Business to Business Campaign

At least three, but no more than five, creative messages designed and placed to reach a business. For example, business and industrial products and services aimed at retailers, distributors, brokers, dealers, advertising agencies, etc. [All Media]

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

Business Communications: Business to Business Single Entry

Creative messaging designed and placed to reach a business. For example, business and industrial products and services aimed at retailers, distributors, brokers, dealers, advertising agencies, etc. [All Media]

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates)
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

Business Communications: Company Literature

At least one, but no more than five print or digital brochures, sales kit, catalogs or materials for any audience or company. This does not include Annual Reports.

Accepted Media:

- Print: PDF or JPEG
- Interactive: URL PLUS login information for password-protected sites

Business Communications: Corporate Communications

At least one, but no more than five, creative executions developed for internal or external communications promoting a specific initiative for a company. Creative examples can include video, email, collateral, or other for the initiative.

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates)
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

Cause Related: 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.

Cause Related: Public Service Campaign

At least three, but no more than five, creative executions produced for a non-profit or government organization for the purpose of the public good. Public Service does not attempt to sell product or promote a corporate image. [All Media]

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

Cause Related: Public Service Single Entry

Any creative execution produced for a non-profit or government organization for the purpose of the public good. Public Service does not attempt to sell a product or promote a corporate image. [All Media]

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

Cause Related: Work For Good

Creative that mobilizes people behind a shared purpose. Any form of marketing on behalf of a brand or for a greater cause that worked to change a habit or an opinion, take action (donate) 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.

Digital: Advertising Campaign

At least three, but no more than five, digital ads of any size, designed for web.

Accepted Media:

- Video: .MOV or .MPG (no slates) PLUS the script
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

Optional Supporting Materials:

- Photo: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script

Elements of Advertising: Illustration & Animation

Entries in any media type featuring outstanding executions of Illustration or Animation as a key component to the creative.

Accepted Media:

- Video: .MOV or .MPG (no slates) PLUS the script
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

Optional Supporting Materials:

- Photo: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script

Elements of Advertising: Music

Entries featuring outstanding use of original or positioned Music as a key component to the creative.

Accepted Media:

- Video: .MOV or .MPG (no slates) PLUS the script
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

Elements of Advertising: Special Effects & Photo Editing

Entries in any media type featuring outstanding executions of Special Effects or Photo Editing as a key component to the creative.

Accepted Media:

- Print: PDF or JPEG

Elements of Advertising: Typography

Any design for brand & communication, packaging, print/publishing, outdoor work.

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script
- Interactive: URL PLUS login information for password-protected sites

Elements of Advertising: Videography

Entries featuring outstanding Videography as a key component to the creative.

Accepted Media:

- Video: .MOV or .MPG (no slates) PLUS the script
- Interactive: URL PLUS login information for password-protected sites

Experiential: Consumer Activation

Creative activations that target a physical interaction or engagement between a brand and its target audience (the consumer), with the goal of eliciting an emotion, action, or response. Entries in this category could include guerilla, mobile, pop-up, sports, and entertainment activations. [All Media]

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates)
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

Optional Supporting Materials:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates)

Experiential: Live or Virtual Event

Live or virtual events that create engagement between a brand and its target audience (the consumer). The goal of the engagement is to elicit an emotion, action, or response from the target audience. Entries in this category would include events such as conferences, product launches, and special events. [All Media]

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates)
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

Optional Supporting Materials:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script

Media Innovation: Innovative Use of Media Campaign

At least three, but no more than five pieces that use media vehicles in a new or exciting way to execute their message. In this category the medium is very much part of the creative. [All Media]

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates)
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

Optional Supporting Materials:

- Case Study Video (max 3 minutes), or PDF
- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script

Media Innovation: Innovative Use of Media Single Entry

A single piece that uses a media vehicle in a new or exciting way to execute its message. In this category the medium is very much part of the creative. [All Media]

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

Optional Supporting Materials:

- Print: PDF or JPEG
- Case Study Video (max 3 minutes), or PDF
- Video: .MOV or .MPG (no slates) PLUS the script

Mobile/Social: App + Game

An app or game developed specifically for promoting a brand, product or service.

Accepted Media:

- Interactive: URL PLUS login information for password-protected sites

Optional Supporting Materials:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates)

Mobile/Social: Campaign Earned

Social media programs that did not receive paid placement or a budget, and received only organic reach. Comprised of at least one, but no more than five creative executions, designed to create an experience and engage with online communities to generate exposure, opportunity and sales.

Accepted Media:

- Video: .MOV or .MPG (no slates)
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

Optional Supporting Materials:

- Photo: PDF or JPEG
- Video: .MOV or .MPG (no slates)

Mobile/Social: Campaign Paid

Paid social media advertising, which received paid placements or boosts. Comprised of at least one, but no more than five creative executions, designed to create an experience and engage with online communities to generate exposure, opportunity and sales.

Accepted Media:

- Video: .MOV or .MPG (no slates) PLUS the script
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

Optional Supporting Materials:

- Photo: PDF or JPEG
- Video: .MOV or .MPG (no slates)

Mobile/Social: Influencer Campaign

At least three, but no more than five social initiatives or executions that utilize a celebrity, social ambassador, or social influencer in order to engage.

Accepted Media:

- Video: .MOV or .MPG (no slates)
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites,

Optional Supporting Materials:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates)

Mobile/Social: Mobile Advertising Campaign

At least three, but no more than five, mobile first creative executions developed.

Accepted Media:

- Interactive: URL PLUS login information for password protected sites

Optional Supporting Materials:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script

Mobile/Social: Mobile Advertising Single Entry

Mobile First creative execution developed.

Accepted Media:

- Interactive: URL PLUS login information for password-protected sites

Optional Supporting Materials:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates)

Mobile/Social: Multi-Social Platform Campaign

Social media campaigns that span multiple social platforms, and are comprised of at least one, but no more than five creative executions, designed to create an experience and engage with online communities to generate exposure, opportunity and sales.

Accepted Media:

- Video: .MOV or .MPG (no slates)
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

Optional Supporting Materials:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates)

Multi-Platform: Multi-Platform Campaign

Campaigns involving multiple formats (i.e. print, digital, video, social, audio, etc.) that fall under a singular, cohesive brand message promoting one company, product, or service, including public service. Submissions must be a cohesive integrated idea across various formats. [All Media]

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates)
- Audio: .MP3
- Interactive: URL PLUS login information for password-protected sites

Optional Supporting Materials:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates)

Out of Home: Out of Home Campaign

At least three, but no more than five, pieces of printed or digital outdoors and transit posters, billboards, 2-sheets, car cards, etc.

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates)
- Interactive: URL PLUS login information for password-protected sites

Out of Home: Out of Home Single Entry

Printed or digital outdoor and transit posters, individual billboard, 2-sheets, car cards, etc.

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates)
- Interactive: URL PLUS login information for password-protected sites

Print: Consumer Magazine Campaign

At least three, but no more than five magazine ads, in any size, appearing in general consumer magazines.

Accepted Media:

- Print: PDF or JPEG

Print: Consumer Magazine Single Entry

Single magazine ads, any size, appearing in general consumer magazines.

Accepted Media:

- Print: PDF or JPEG

Print: Newspaper Campaign

At least three, but no more than five, single newspaper ads, any size.

Accepted Media:

- Print: PDF or JPEG

Print: Newspaper Single Entry

Single newspaper ads, any size.

Accepted Media:

- Print: PDF or JPEG

Print: Packaging & Point of Purchase Campaign

At least three, but no more than five, creative executions designed to stimulate on-site or online purchase. For example, packaging, labels, shopping bags, in-store signage, counter cards, aisle displays, and 3-dimensional or freestanding displays for any audience.

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates)
- Interactive: URL PLUS login information for password-protected sites

Print: Packaging & Point of Purchase Single Entry

Physical creative messaging designed to stimulate on-site or online purchase. For example, packaging, labels, shopping bags, in-store signage, counter cards, aisle displays, and 3-dimensional, digital, or freestanding displays for any audience.

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script
- Interactive: URL PLUS login information for password-protected sites

Print: Poster Campaign

At least three, but no more than five, posters with a creatively related concept.

Accepted Media:

- Print: PDF or JPEG

Print: Poster Single Entry

Individual poster with a creatively related concept.

Accepted Media:

- Print: PDF or JPEG

Student: Student Campaign & Single Entry

Campaign or single entry of work in any media. All work submitted in these categories must be speculative. All students still enrolled in college are eligible. Work in the Student category is ineligible to be entered in any non-Student category, and vice versa. Entrants in this category cannot have worked in the creative field or more than 1 year. [All Media]

Accepted Media:

- Print: PDF or JPEG
- Video: .MOV or .MPG (no slates) PLUS the script
- Audio: .MP3 PLUS the script
- Interactive: URL PLUS login information for password-protected sites

Video: Video Long Form Campaign

A campaign comprised of at least three, but no more than five, videos each 1 minute in length or longer, produced exclusively for digital media.

Accepted Media:

- Video: .MOV or .MPG (no slates)

Additional Accepted Media:

- Case study video (max 3 minutes) or case study PDF

Video: Video Long Form Single Entry

Video 1 minute in length or longer produced exclusively for digital media.

Accepted Media:

- Video: .MOV or .MPG (no slates)

Additional Accepted Media:

- Case study video (max 3 minutes) or case study PDF

Video: Video Short Form Campaign

A campaign comprised of at least three, but no more than five, videos each under 1 minute in length, produced exclusively for digital media.

Accepted Media:

- Video: .MOV or .MPG (no slates)

Additional Accepted Media:

- Case study video (max 3 minutes) or case study PDF

Video: Video Short Form Single Entry

Video under 1 minute in length produced exclusively for digital media.

Accepted Media:

- Video: .MOV or .MPG (no slates)

Additional Accepted Media:

- Case study video (max 3 minutes) or case study PDF

Video: Video 30 Seconds and Under Paid Campaign

A campaign comprised of at least three, but no more than five, commercial spots 30 seconds or under airing on any paid video broadcast platform.

Accepted Media:

- Video: .MOV or .MPG (no slates)

Additional Accepted Media:

- Case study video (max 3 minutes) or case study PDF

Video: Video 30 Seconds and Under Paid Single Entry

A single commercial spots 30 seconds or under airing on any paid video broadcast platform.

Accepted Media:

- Video: .MOV or .MPG (no slates)

Additional Accepted Media:

- Case study video (max 3 minutes) or case study PDF

Video: Video 60 Seconds and Over Paid Campaign

A campaign comprised of at least three, but no more than five, commercial spots 60 seconds or over airing on any paid video broadcast platform.

Accepted Media:

- Video: .MOV or .MPG (no slates)

Additional Accepted Media:

- Case study video (max 3 minutes) or case study PDF

Video: Video 60 Seconds and Over Paid Single Entry

A single commercial spots 60 seconds or over airing on any paid video broadcast platform.

Accepted Media:

- Video: .MOV or .MPG (no slates)

Additional Accepted Media:

- Case study video (max 3 minutes) or case study PDF

Video: Video Paid Campaign, Varying Lengths

A campaign comprised of at least two, but no more than five, commercial spots of varying lengths airing on any paid video broadcast platform.

Accepted Media:

- Video: .MOV or .MPG (no slates)

Additional Accepted Media:

- Case study video (max 3 minutes) or case study PDF

Website: Product/Goods/Service/eCommerce Website

A website created for the primary purpose of explaining and selling products and/or services. Tangible or virtual products or services including electronics, cars, clothing, footwear, equipment, applications, games and/or software. Site must include the ability to purchase the product and/or service.

Accepted Media:

- Interactive: URL PLUS login information for password-protected sites

Website: Self Promo Website

A website created by an agency, individual or group for the purposes of promoting themselves.

Accepted Media:

- Interactive: URL PLUS login information for password-protected sites

Specialty Awards: The Next Gen Award

The only thing more important than The Hatch Award's history is its future. Nominate a student or intern 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

Specialty Awards: Hatch Young Creative Award

This is an award that recognizes promising young creative professionals that have been working in the marketing and advertising industry in the New England region. The work in this category will be held to the same criteria that all entrants will be held to. Awards will be given in Gold, Silver and Bronze, but will only be given if the work achieves the scoring threshold.

Submission:

Share a creative brief and the work created from the brief, developed solely by the individuals entering the award category. Any creative medium may be entered but it must be clear in the brief why the medium was selected.

Criteria for Consideration:

- Be age 26 or under at the time of entry for the Award, be employed in the creative communications industry at a company headquartered in the New England region or a freelancer hired by a company headquartered in the New England region.
- This award can be an individual or a team of 2.
- An agency may enter an employee/employed team or an employee can enter on their own. Freelancers can submit as well as long as they fit the above criteria

Specialty Awards: Lifetime Achievement

The LIFETIME ACHIEVEMENT AWARD is presented by vote of the Judges of the Annual Francis W. Hatch Awards to creatives, who during their creative career have made outstanding contributions in the field of marketing and advertising.

The recipient will have dedicated their career to developing and fostering memorable and impactful work for brands and businesses. Winners of this award represent the most influential and brilliant creative minds in the creative field. The honoree is someone who helped make the community better by being part of it, having fostered and inspired others to strive for creative excellence.

Submission:

A maximum one page written account of why you are nominating this person. Include in the document files allotted, representation of their body of work supporting at least 10 years, 3 or more brands, across more than one medium, and a list of prior awards must be included.

Criteria for Consideration:

- 20+ years experience in communications, can still be employed in the field, retired or career- changed,
- Spent a significant amount of those 20+ years (or the most prolific part) in New England, at a company head-quartered in the New England region. Self-nominations are not accepted.

Process for Selection:

This is a nomination form and must include a detailed description of the nominee's contributions to the creative community in New England. Only submissions received through this platform will be considered. The Hatch Jury will make the final selection.

Specialty Awards: The In-House Creative Excellence Award

The number of in-house agencies has grown dramatically over the past few years and many big ideas are now hatched there. The talented creative and marketing teams deserve special recognition. This recognition will be awarded based on the judges scores of work entered into the Hatch63 Award categories.

Specialty Awards: Best of Show

The Best of Show is awarded to the entry with the highest score by the judges.