



HATCH64 ENTRY KIT

WELCOME TO THE 64TH HATCH AWARDS!

2024 was a big year in advertising. From first party data making a comeback, to the rise of AI, the landscape and tools we use to make great, solutions-oriented creative continues to change and evolve. And so does the Hatch Awards. This year we have a few changes to share with you.

NEW CATEGORIES

Best Use of AI in Creative

Branded Partnerships

Life Sciences Multi-Platform Campaign

Life Sciences Video Long Form

Given the extreme regulations of life sciences industries (including pharmaceuticals, devices, biotech and nutraceuticals), we've created two categories for Life Sciences creative.

See pages 11 & 13 for more details.

DEADLINES AND PRICING

For the first time, we are offering a tiered deadline and pricing structure:

Early Bird Pricing (For entries completed between 4/22 - 5/2)

Non-member per entry: \$225

*Member per entry: \$146.25**

Student: FREE

Standard Pricing (For entries completed between 5/3 - 5/23)

Non-member per entry: \$250

*Member per entry: \$162.50**

Student: \$25

Late Pricing (For entries completed between 5/24 - 6/6)

***We will no longer offer extensions past the final date of 6/6.**

Non-member per entry: \$275

*Member per entry: \$178.75**

Student: \$50

*To get member pricing, you must get a code from kate@adclub.org.

EASIER NOMINATIONS FOR SPECIALTY AWARDS

We've created separate nomination links so you can submit nominations for Next Gen, Hatch Young Creative and Lifetime Achievement Awards on your own time, and for free! See pages 16, 18 and 19.

ABOUT THE HATCH AWARDS

Celebrating its 64th 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 SHOW

We're very pleased to announce that the 64th Hatch Awards Show will take place on:

Thursday, October 23, 2025

Location: Big Night Live

GUIDELINES

Call for Entries: (NOTE this is a new format)

Opens: Tuesday, April 22, 2025

1st DEADLINE: May 2, 2025

2nd DEADLINE: May 23, 2025

FINAL DEADLINE: June 6, 2025 - No Extensions

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 **January 1, 2024 and December 31, 2024.**
- The creative must be work from a New England-based agency or for a New England-based client.
- The entry must be submitted exactly as published/aired/released and not modified for entry.
- The entry can not be speculative or conceptual advertising.
- Be sure there is no reference to your Company or any contributing creative Companies in any digital or physical materials (except in the case of self-promotion or if the reference existed in the original execution).
- By entering, you confirm you or your client own all applicable legal rights for all media included in your entry.

Submissions

- You may enter your work in as many categories as are applicable.
- If it does not fit the category however, The Hatch Committee and The Ad Club reserves the right to recategorize or remove 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.
- If your submission is rejected completely, you will be notified and your entry fee reimbursed.
- 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.

FILE FORMATS AND SPECS

For all work, make sure your company/agency name as the creator of the work is **not included anywhere** on or in the files.

Video:

- We no longer accept only URL submissions. A file is required. However you may submit both if you desire. Please do not host files on a website that identifies the individuals or agency submitting.
- Format: MP4 or MOV
- No slates
- Max size: 1GB
- Length: align with category requirements
- Please submit a thumbnail image that represents your video format: PNG
- **Case films:** 1) max length 2 minutes; 2) please also provide a :30 sec version for use in the show should you win. These can be used in any category.

Audio:

- MP3 plus PDF of script

Print:

- PDF or JPEG

Submission Explanation (optional for some entries):

- PDF

PRICING PER ENTRY

NEW pricing for 2025

Early Bird Pricing: April 22 - May 2

Non-member per entry: \$225

*Member per entry: \$150**

Student: FREE

Standard pricing: May 3 - May 23

Non-member per entry: \$250

*Member per entry: \$175**

Student: \$25

Late pricing: May 24 - JUNE 6 - NO EXTENSIONS

Non-member per entry: \$275

*Member per entry: \$200**

Student: \$50

*For member pricing please email kate@adclub.org to receive your code.

JUDGING

All entries are judged by a carefully selected jury of national experts. The judges will be announced in late May. 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 can be 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 HonorCraft. Email kconrod@honorcraft.com to do so. **Note:** If you fill out your credits section incorrectly and your Hatch bowl is then printed incorrectly you will have to pay to have it corrected.

Questions?

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

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

AWARD CATEGORIES

Artificial Intelligence:

- [AI Innovation](#)
- [Best Use of AI in Creative](#)

Audio:

- [Audio Campaign](#)
- [Audio Single Entry](#)
- [Podcast \(single episode or series\)](#)

Branding:

- [Branded Partnerships](#)
- [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 \(Non-profit or Government Organization\)](#)
- [Work For Good](#)

Consumer Activation:

- [Activation Program](#)

Digital:

- [Advertising Campaign](#)

Elements of Advertising:

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

Experiential :

- [Live or Virtual Event](#)

Media Innovation:

- [Innovative Use of Media](#)

Mobile + Social:

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

Multi-Platform:

- [Multi-Platform Campaign](#)
- [Life Sciences Multi-Platform Campaign](#)

Out-of-Home:

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

Print:

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

Video:

- [Video Long Form Campaign](#)
- [Video Long Form Single Entry](#)
- [Life Sciences: Video Long Form](#)
- [Video Short Form Campaign \(social\)](#)
- [Video Short Form Single Entry \(social\)](#)
- [Video 30 Seconds and Under Paid Campaign](#)
- [Video 30 Seconds and Under Paid Single Entry](#)
- [Video 60 Seconds Paid Campaign](#)
- [Video 60 Seconds Paid Single Entry](#)
- [Video Paid Campaign, Varying Lengths](#)

Website:

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

Student:

- [Student Campaign & Single Entry](#)
- [The Next Gen Award](#)

Specialty Awards:

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



AWARD CLASSIFICATIONS & CATEGORY DEFINITIONS

AWARD CLASSIFICATIONS & CATEGORY DEFINITIONS

ARTIFICIAL INTELLIGENCE

AI Innovation

The AI Innovation Award recognizes creative work that uses Artificial Intelligence to solve marketing problems. This entry requires a video or PDF case that explains how using AI for strategy, targeting, personalization or any other aspect of marketing drove success.

NEW! Best Use of AI in Creative

This category specifically recognizes AI in the production end of content creation. This can be anything from imagery, video, music, etc.

AUDIO

Campaign

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

Single Entry

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

Podcast (single episode or series)

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

BRANDING

NEW! Branded Partnerships

Creative collaborations or partnerships that create strong results for the brand and great experiences or products for it's customers. This requires a written or video case study explaining the collaboration and why it was successful.

Branding Launch Campaign

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

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.

Logo Design

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

BUSINESS COMMUNICATIONS

Annual Report

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

Business to Business Campaign

Three creative executions 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]

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]

Company Literature

At least one, but no more than three examples of company literature in the form of print or digital brochures, sales kit, catalogs or materials for any audience or company. This does not include Annual Reports.

Corporate Communications

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

CAUSE RELATED

Note: Each of these sub-categories requires a video or written case study of the big idea and how it was executed, including its purpose, and any outcomes.

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.

Public Service (Non-profit or Government Organization)

Work 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]

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 change an opinion, take action (donate) and created positive results.

CONSUMER ACTIVATION

Activation Program

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, pop-up, sports, and entertainment activations. [All Media]

Case study video or PDF should be included with this entry.

DIGITAL

Advertising Campaign

At least three digital ads of any size. These cannot be digital billboards for Out of Home. That falls under Out of Home categories. Similarly, this is not work that is Video or Mobile.

ELEMENTS OF ADVERTISING

Illustration & Animation

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

Music

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

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.

Typography

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

Videography

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

EXPERIENTIAL

Live or Virtual Event

Live or virtual events that create engagement between a brand and its target audience. 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]

A case study video or PDF should be included with this entry.

MEDIA INNOVATION

Innovative Use of Media

At least one but no more than three examples of using media in a new or unexpected way to execute your message. In this category the medium is very much part of the creative. A video or PDF explanation should be included with this entry.

MOBILE + SOCIAL

App + Game

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

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.

Campaign Paid

Paid social media advertising comprised of at least one, but no more than five creative executions, designed to generate exposure, opportunity and sales.

Influencer Campaign

Three examples of content that utilize a celebrity, social ambassador, or social influencer in order to engage your key audience. A video or PDF explaining the program can be included.

Mobile Advertising Campaign

Up to three mobile creative executions.

Multi-Social Platform Campaign

Campaigns that span multiple social platforms, and are comprised of at least one, but no more than five creative executions designed to engage with online communities to generate exposure and sales.

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. [All Media]

NEW! Life Sciences Campaign

This category includes companies in pharmaceuticals (disease state marketing specifically), biotechnology, medical devices and nutraceuticals due to the regulatory restrictions on marketing. This work must cross at least 3 media types (print, digital/website, video, social, outdoor, etc).

OUT OF HOME

CAMPAIGN

Up to three pieces of printed or digital outdoor and transit, billboards, car cards, taxi tops, etc.

Single Entry

This category includes a lot of media options: printed or digital outdoor, transit, car cards, taxi tops, etc.

PRINT

Consumer Print Campaign

Up to three magazine or newspaper ads, in any size, appearing in general consumer publications

Consumer Print Single Entry

Single magazine or newspaper ad, any size, appearing in general consumer publication.

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.

Packaging & Point of Purchase Single Entry

Physical creative designed to stimulate on-site. For example, packaging, labels, shopping bags, in-store signage, counter cards, aisle displays or freestanding displays.

Poster Campaign

Up to three posters with a creatively related concept.

Poster Single Entry

Individual poster with a creatively related concept.

VIDEO

Long Form Campaign

A campaign comprised of up to three videos each 1 minute in length or longer.

Long Form Single Entry

Video 1 minute in length or longer. This can include website content, social content, explainer videos, etc.

NEW! Life Sciences Long Form

Video 1 minute in length or longer. This can include website content, social content, explainer videos, etc. but specific to the Life Sciences category.

Short Form Campaign (social)

Up to three videos each under 1 minute in length, produced exclusively for social media.

Short Form Single Entry (social)

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

30 Seconds and Under Paid Campaign

Up to three commercial spots 30 seconds or under airing on any paid video broadcast or platform.

30 Seconds and Under Paid Single Entry

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

60 Seconds Paid Single Entry

A single commercial spot 60 seconds airing on any paid video broadcast platform.

60 Seconds Paid Single Entry

A single commercial spot 60 seconds airing on any paid video broadcast platform.

Paid Campaign, Varying Lengths

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

WEBSITE

Product/Goods/Service eCommerce Website

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

Self Promo Website

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



STUDENT AWARDS

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 for more than 1 year.

[All Media]

Next Gen Specialty 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 should be 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.

[NOMINATION LINK](#)



SPECIALTY AWARDS

The following specialty awards are based on judges voting

Best of Show

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

The In-House Creative Excellence Award

The number of in-house agencies has grown dramatically as has the level of creative excellence. These talented creative and marketing teams deserve special recognition. This recognition is awarded based on the judges scores of all in-house work entered into the show.

***The following awards are determined via public nomination (yes that means you!).
There is no cost to nominate people.***

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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.

[NOMINATION LINK](#)

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.

[NOMINATION LINK](#)

Jack Connors Lifetime Achievement Award

The Jack Connors Lifetime Achievement Award was launched in 2024 with the passing of advertising legend, Jack Connors. The first award was given to Modernista! founder and creator of the Volkswagen "Drivers Wanted" campaign, Lance Jensen.

The award honors an individual who has made an impact on the marketing industry, through their influence on creativity in the Boston region.

- The recipient will have dedicated their career to developing and fostering memorable and impactful work for brands and businesses.
- This individual has transformed and transcended creativity – demonstrated by their own talent and body of work, and/or by their inspiration and leadership that significantly impacted others.
- It shall be an individual that is a champion of creativity and innovation, our community and who elevates others by giving of time, talent, and passion.

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:

Use the nomination link below and 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 Ad Club and a special jury will make the final selection.

[NOMINATION LINK](#)