



POWER OF PURPOSE AWARDS 2022

campaign^{US}

ENTRY KIT 2022

www.campaignpowerofpurpose.com



ABOUT THE EVENT

The advertising industry has the ability to influence behavior and share untold stories, and the responsibility to use that power for the betterment of the global community. A lot of attention is put on flashy ads and shiny objects, but we know that adland can — and does — make a difference in people's lives through cause marketing and purpose-led initiatives.

The Campaign Power of Purpose Awards focuses on purpose and cause-driven work in advertising, both by major consumer brands and nonprofit organizations. Brands, agencies and nonprofits are invited to submit work for entry across the following categories: sustainability, diversity and inclusion, nonprofit, brand purpose and public service announcements.



CATEGORIES

WORK CATEGORIES

BRAND PURPOSE

This category will honor brands that truly understand their purpose in the world and showcase it in their campaigns and marketing efforts. (Note: This is a marketer only category).

HEALTHCARE

Amid an ongoing pandemic, health and safety is more top of mind than ever. This category recognizes campaigns and initiatives in the healthcare space, including public service announcements, brand messaging, efforts to get people vaccinated and campaigns that raise awareness of chronic conditions.

DIVERSITY AND INCLUSION

The industry continues to make meaningful strides in diversity and inclusion. We're celebrating the agencies and marketers who are launching initiatives that push for tangible change in the areas of DE&I and gender equality.

- A.) Agency and marketer internal initiatives that are creating better, more productive and inclusive working environments for all people.
- B.) Brand (for profit) campaigns that understand the importance of inclusivity in all forms and truly represents today's modern culture.



NOT FOR PROFIT

Entities whose mission it is to transform the world for the better rely on the creative generosity of agencies to elevate their causes on a pro bono or low bono basis. This category showcases work resulting from the best and most ingenious partnerships.

PUBLIC SERVICE ANNOUNCEMENT

Smokey the Bear. Crash test dummies. Friends don't let friends drive drunk.

PSAs help save lives and shine a light on important messages, from anti-bullying and drug prevention to environmental initiatives and health education. These public service campaigns have helped raise awareness about key societal issues in the past year.

SUSTAINABILITY

As one of the most important focus areas for brands in the next few years, the sustainability category celebrates initiatives that have best pushed the agenda for Earth's pressing environmental issues.

PERSON CATEGORIES

PURPOSE PIONEER — AGENCY, BRAND OR NON-PROFIT LEADER

A cultural powerhouse who is setting a new benchmark and leading the charge with purpose-driven marketing.



ENTRY REQUIREMENTS

- You must be a brand, agency or nonprofit operating or with headquarters in North America or South America.
- The majority of the work on submitted campaigns was done in the last 12 months; January 2021 - March 2022.
- Work that has previously won a Campaign Power of Purpose award is not eligible.

ENTRY FORM

Your entry is a 250-word submission detailing why you deserve the award in your chosen category. Please include the following information:

Work-based categories:

- How a campaign you developed has influenced behavior.
- How the campaign drove tangible business results or a policy change for a client.
- Why the work was effective for the client or cause you aimed to advance.
- What makes the work or initiative stand apart.
- Any relevant metrics or financial results that support your entry.

Person-based category:

- Explain how this person is leading the charge in purpose-driven marketing or brand purpose with examples of past work.
- Share results of the person's efforts in the space, such as the financial or societal impact of a specific campaign or project.
- Share examples and results of noteworthy changes and improvements made to the vertical or society at large due to this individual's purpose work.

SUPPORT MATERIAL

Each entry must contain at least two pieces of creative support material e.g., video, artwork samples.