

A vibrant, stylized image of a New York City skyline. The buildings are rendered in a mix of teal, blue, and orange tones, giving it a graphic, almost digital feel. Overlaid on the skyline are several dashed lines with arrowheads. A prominent yellow dashed line starts near the bottom left, curves upwards and to the right, passing behind the main text, and ends with a large yellow arrowhead pointing towards the top right. Another teal dashed line starts at the top right and points towards the top right corner. A third teal dashed line starts at the bottom left and points towards the bottom left corner. The text 'NEW YORK FESTIVALS' is in white, bold, sans-serif capital letters. Below it, '2022' is in large, bold, orange capital letters with a dark blue outline. Below that, 'AME AWARDS®' is in white, bold, sans-serif capital letters.

NEW YORK FESTIVALS 2022 AME AWARDS®

ENTRY GUIDE

STEP ONE

NEWYORKFESTIVALS

AME AWARDS®

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COMPETITION INFO

WINNERS


PRESS


2020 JURY


2019 JURY


Create a New Entry


2022 AME AWARDS


 **BASE INFORMATION**
Entry / Company Details












BASE INFORMATION

ENTRY TITLE *


BRAND NAME *

CREATED BY (AGENCY) ?

USE THE COMPANY IN MY PROFILE

 **SEARCH OUR COMPANY DATABASE**

CREATE NEW COMPANY

 **New York Festivals**

TYPE Other (Specify)

STREET

STREET 2

CITY

ZIP CODE

PHONE

FAX

OTHER NULL

STREET 3

STATE

COUNTRY

ADDITIONAL PHONE

SOCIAL MEDIA HANDLES

*CONTINUED ON NEXT PAGE

STEP ONE (CONTINUED)

NEWYORKFESTIVALS
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HOLDING COMPANY *

ADVERTISER *

ADVERTISING AGENCY *

ENTRY TYPE
☒ Campaign Entry ?

RELEASE / AIR DATE *

October ▼

Year ▼

The Release / Air Date must be between October 1, 2019 and April 1, 2022.

SHOWCASE *
☐ Yes ☐ No ?

SAVE DRAFT

ADD CASE BRIEF ➔

STEP TWO

NEWYORKFESTIVALS

AME AWARDS®

COMPETITION INFOWINNERSPRESS2020 JURY2019 JURY

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Create a New Entry

2022 AME AWARDS

CASE BRIEF

Case Brief

CASE BRIEF

This is where you get into the details of your entry—everything from the nuts and bolts to the grand plans and glorious results.

Please try to answer the following as clearly and completely as possible.
Carefully consider the most important details a judge needs to know to score your entry fairly.
Long-form answers should be no more than 150 words.
When citing your results, please include independent sources that support your work.

WINNER SHOWCASE AT OUR EXCLUSIVE CONTENT PARTNERS

☐ Yes ☐ No

PRODUCT NAME/TYPE

CAMPAIGN START DATE

mm/dd/yyyy

CAMPAIGN END DATE

mm/dd/yyyy

CAMPAIGN DESCRIPTION

CAMPAIGN COST

CAMPAIGN SCOPE

COUNTRIES/REGION IN WHICH CAMPAIGN RAN

*CONTINUED ON NEXT PAGE

STEP TWO (CONTINUED)

NEWYORKFESTIVALS
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CAMPAIGN SUMMARY*

?

CAMPAIGN GOALS*

?

MARKETING CONTEXT*

?

TARGET AUDIENCE*

?

CAMPAIGN PLANNING*

?

MARKETING & MEDIA STRATEGY*

?

CREATIVE STRATEGY AND EXECUTION*

?

EVIDENCE OF RESULT*

?

OTHER AWARDS*

?

← BACK TO BASE INFO

SAVE DRAFT

ADD PIECE DETAILS →

STEP THREE

NEWYORKFESTIVALS

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COMPETITION INFO

WINNERS

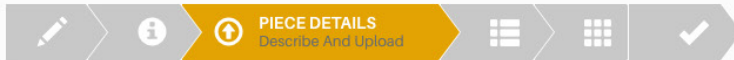
PRESS

2020 JURY

2019 JURY

Create a New Entry

2022 AME AWARDS



PIECE DETAILS

TITLE OF PIECE *

ENTRY FORMAT *

| | |
|---------------------------------------|----------------------------------|
| <input checked="" type="radio"/> .Gif | <input type="radio"/> Collateral |
| <input type="radio"/> .Jpg/.jpeg | <input type="radio"/> Website |
| <input type="radio"/> .Png | <input type="radio"/> CD-R |
| <input type="radio"/> .Mov | <input type="radio"/> DVD |
| <input type="radio"/> .Mp4 | <input type="radio"/> Audio CD |
| <input type="radio"/> .Mp3 | |
| <input type="radio"/> .Pdf | |

SYNOPSIS / NOTES *

Max. 500 words

+ ADD TRANSLATION

ENTRY SUBMISSION

Drag & Drop
or click to browse files

SAVE AND ADD:

+ CASE STUDY

+ NEW PIECE

← BACK TO CASE BRIEF

SAVE DRAFT

ASSIGN CREDITS



ENTRY PIECES

1. UNTITLED

STEP FOUR

NEWYORKFESTIVALS
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COMPETITION INFO WINNERS PRESS 2020 JURY 2019 JURY

Create a New Entry

2022 AME AWARDS

ASSIGN CREDITS
Assign Unlimited Credits

ASSIGN CREDITS

CREATED BY: John Ottinger LLC
BRAND: New York Festivals
ENTRY TITLE: New York Festivals
COMPETITION YEAR: 2021

| | | |
|------|-----------|--|
| NAME | JOB TITLE | |
| NAME | JOB TITLE | |
| NAME | JOB TITLE | |
| NAME | JOB TITLE | |
| NAME | JOB TITLE | |

ADD MORE

BACK TO PIECE DETAILS SAVE DRAFT SELECT YOUR CATEGORY

PREVIEW

NOTE: Credits list on our website.

STEP FIVE






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Create a New Entry

2022 AME AWARDS

 **SELECT CATEGORY**
Add Related Categories



SELECT CATEGORIES

 Search Categories

> PRODUCTS & SERVICES

> CREATIVITY FOR POSITIVE IMPACT

> BEST USE OF DISCIPLINE

> BEST USE OF MEDIUM

STEP SIX

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Create a New Entry

2022 AME AWARDS



REVIEW ENTRY

BASE INFORMATION

Entry Title: New York Festivals

Entry Type: Campaign Entry

Brand Name: New York Festivals

Created By (Agency): John Ottinger LLC

Release / Air Date: October 2019

EDIT

ENTRY DETAILS

CASE BRIEF

Winner Showcase At Our Exclusive Content Partners: No

Product Name/Type: New York Festivals

Campaign Start Date: 12/16/2021

Campaign End Date: 12/31/2020

Campaign Description: Market expansion (by category or region)

EDIT

CASE BRIEF DETAILS

PIECES

Title: New York Festivals

Format: .gif

Synopsis: New York Festivals

EDIT

STEP SIX (CONTINUED)

NEWYORKFESTIVALS

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CREDITS

If your entry wins a trophy, the lines on your award will appear as follows:

EDIT

PRINT

CATEGORIES

Name: PS14 - PRODUCTS & SERVICES: Education

EDIT

← BACK TO CATEGORIES

SAVE DRAFT

ADD ENTRY TO CART →

STEP SEVEN

NEW YORK FESTIVALS

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My Cart

EDIT

NEW YORK FESTIVALS

TYPE: Campaign Entry

CATEGORY: PS14 - Education

\$795.00

Save for Later

\$795.00

+ ADD ENTRY

VIEW SAVED ENTRIES

CHECKOUT

STEP EIGHT

NEWYORKFESTIVALS
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COMPETITION INFOWINNERSPRESS2020 JURY2019 JURY

Checkout

BILLING ADDRESS

FIRST NAME *
New York Festivals

LAST NAME *
New York Festivals

STREET *
New York Festivals

STREET 2

STREET 3

CITY *
New York

STATE

ZIP CODE *
10000

COUNTRY *
USA

PHONE *

EMAIL *
NewYorkFestivals@NewYorkFestivals.com

COMPANY *
New York Festivals

SHIPPING ADDRESS

☒ SAME AS BILLING

PAYMENT METHOD

ORDER DETAILS

| | |
|--------------------|-----------------|
| New York Festivals | \$795.00 |
| Subtotal | \$795.00 |
| Fees | \$23.85 |
| Total | \$818.85 |

DISCOUNT CODE

CREDIT CARDWIRE TRANSFER

Processing Fees: Visa/MC - 3.00% and Amex - 3.22%

CARD TYPE *
Select Card Type

NAME ON CARD *

CARD NUMBER *

EXPIRATION *SECURITY CODE *
January 2021 CVV

HOW DID YOU HEAR ABOUT US? *
Email Newsletter

BACK TO CART

REVIEW ORDER

STEP NINE

NEWYORKFESTIVALS

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Review

BILLING ADDRESS

SHIPPING ADDRESS

New York Festivals New York Festivals
New York Festivals
New York

10000
USA
212-271-5278
NewYorkFestivals@NewYorkFestivals.com
New York Festivals

(Same as billing)

WIRE TRANSFER

| | |
|--------------|-----------------|
| Subtotal | \$795.00 |
| Fees | \$100.00 |
| TOTAL | \$895.00 |

EDIT ORDER DETAILS

CONFIRM & SUBMIT