



## CATEGORY & CRITERIA GUIDE

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### Awards Criteria

**Rise Up:** How has the nominee gone above and beyond in their career?

E.g.: Notable accomplishments, clear business results, awards and recognition in the field.

**Reach Back:** How has the nominee gone out of their way to help others?

E.g.: Extent of involvement, influence on peers and impact of involvement on their organization, industry and/or community.

## RISING STAR

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### Est. 2007

A Rising Star is an up-and-coming young gun with less than seven years of experience. He/she stands out among his/her peers as someone who is brilliant, whose personality shines and whose differences only make him/her and those around them stronger as they move forward in their career.

**Rise Up:** How has the nominee gone above and beyond in their career?

E.g.: Accolades, awards and noteworthy accomplishments, unwavering commitment to progress and undeniable potential.

**Reach Back:** How has the nominee gone out of their way to help others?

E.g.: Active involvement in their company and/or industry. Concrete examples of outreach in the professional community.

The top three Rising Stars will be chosen by the ADCOLOR Awards Jury and announced at ADCOLOR Live! One honoree for each category will be announced at the ADCOLOR Awards.



## ROCKSTAR

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### **Est. 2014**

A Rockstar is someone who, whether through their primary role or extracurricular activities, shows brilliance as a leader and visionary in the industry. They have a positive track record and the potential to accomplish so much more. Falling in between the Rising Star and the Legend, this individual is creating their own path and encouraging others to shine.

**Rise Up & Reach Back:** How has the nominee gone above and beyond in their role to help others? E.g.: Proven track record of work focused on diversity and inclusion. Recognizable input and growing influence within his/her company and/or industry. Unbridled potential and commitment to creating change as he or she progresses in his/her career.

The top three Rockstars will be chosen by the ADCOLOR Awards Jury and announced at ADCOLOR Live! One honoree for each category will be announced at the ADCOLOR Awards.



## INNOVATOR

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### **Est. 2007**

An Innovator is an employee who embodies progress and imagination. They stand out among peers as an inclusion game changer and brilliant pioneer in their role, creating breakthrough developments and/or improvements, whether tangible or intangible.

**Rise Up:** How has the nominee gone above and beyond in their career?

E.g.: Spearheading some groundbreaking technology, product or way of thinking that leads to new and/or improved solutions to business or social issue

**Reach Back:** How has the nominee gone out of their way to help others?

E.g.: Involvement outside of their regular professional responsibilities within the industry and/or company.

The top three Innovators will be chosen by the ADCOLOR Awards Jury and announced at ADCOLOR Live! One honoree for each category will be announced at the ADCOLOR Awards.



## CHANGE AGENT

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### **Est. 2007**

A Change Agent is the individual within a company who is using their talents and position to enhance the corporate culture and create a more inclusive environment – calling attention to the talents of all types of people. This can be part of or beyond the scope of that persons' primary role.

**Rise Up:** How has the nominee gone above and beyond in their career?

*E.g.: Active involvement and leadership in diversity and inclusion initiatives that have led to improvements in policy, ways of thinking and/or business practices.*

**Reach Back:** How has the nominee gone out of their way to help others?

*E.g.: Involvement outside of their regular professional responsibilities within the industry and/or company.*

The top three Change Agents will be chosen by the ADCOLOR Awards Jury and announced at ADCOLOR Live! One honoree for each category will be announced at the ADCOLOR Awards.



## MOST VALUABLE PARTNERSHIP

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### **Est. 2008**

The Most Valuable Partners (MVP) are two people/companies that work together to provide exceptional and highly effective diversity solutions within their organizations and industries. They may be an agency, marketer, media company or diverse supplier with NMSDC or WBENC certification that teams up for a short or long-term project that furthers diversity and inclusion.

**Rise Up:** How has this partnership gone above and beyond in their respective industries? *E.g.: Clear contributions and accomplishments in their industry. Clear business results and improvements. Positive impact on employees, clients, industry and/or general public.*

**Reach Back:** How has as the partnership created opportunities for others through internal and external outreach?

The top three MVP nominees will be chosen by the ADCOLOR Awards Jury and announced at ADCOLOR Live! One honoree for each category will be announced at the ADCOLOR Awards.



## ADCOLOR | ONE CLUB CREATIVE

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### **Est. 2010**

The ADCOLOR | One Club Creative Award recipients are creative professionals of multicultural background who have demonstrated noteworthy talent and achievement within the media, creative, digital and traditional advertising disciplines.

**Rise Up:** How has the nominee gone above and beyond in their career?

*E.g.: Outstanding body of work that exhibits creative mastery and skill. Respect and recognition among peers and colleagues as a key player and creative superstar.*

**Reach Back:** How has the nominee gone out of their way to help others?

*E.g.: Involvement and outreach beyond his/her job description.*

These recipients are chosen by the One Club and will be announced at  
ADCOLOR Live!



## AD OF THE YEAR

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### **Est. 2014**

The Ad of the Year is a campaign or single execution that is truly brilliant. That pushes boundaries, promotes conversation and highlights the lives of multicultural, LGBTQ+ and/ or other under-represented Americans in the mass media.

**Rise Up & Reach Back:** Bold and confident advertising that features diversity and promotes inclusion. Work that sparks conversations in the mainstream media and shines alight on social issues.

The ad or campaign must have aired at least once between May 2019 and May 2020.

The top ads/campaigns will be chosen by the ADCOLOR Awards Jury.  
The ADCOLOR Ad of the Year will be announced at the ADCOLOR Awards.

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## ADCOLOR IN TECH

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### **Est. 2016**

The ADCOLOR in Tech Award recipient is a champion of diversity & inclusion in the tech industries, who has pushed the boundaries and created positive change, setting the stage for other generations to take the opportunities made by this change agent, even further.

**Rise Up:** How has the nominee gone above and beyond in their career?

*E.g.: Active involvement and leadership in diversity and inclusion initiatives that changes the game in the tech industry.*

**Reach Back:** How has the nominee gone out of their way to help others?

*E.g.: Involvement outside of their regular professional responsibilities within the industry and/or company.*

The top three ADCOLOR in Tech recipients will be chosen by the ADCOLOR Awards Jury and announced at ADCOLOR Live! One honoree for each category will be announced at the ADCOLOR Awards.



## ADCOLOR IN MUSIC

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### **Est. 2021**

The ADCOLOR in Music Award recipient is a creator or professional who champions diversity, equity & inclusion in the music industry, who has pushed the boundaries and created positive change, setting the stage for other generations to take the opportunities made by this change agent, even further.

### **Rise Up:** How has the nominee gone above and beyond in their career?

*E.g.: Active involvement and leadership in diversity and inclusion initiatives that changes the game in the music industry. Spearheading some groundbreaking initiatives, product or way of thinking that leads to new and/or improved solutions to business or social issues.*

### **Reach Back:** How has the nominee gone out of their way to help others?

*E.g.: Involvement outside of his/her regular professional responsibilities within the industry and/or company.*

The top three ADCOLOR in Music recipients will be chosen by the ADCOLOR Music Advisory Board Members. One honoree for each category will be announced at the ADCOLOR Awards.



## ADCOLOR | TIKTOK CREATOR

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### **Est. 2021**

The ADCOLOR | TikTok Creator Award goes to someone who has been a catalyst for building community and inspiring action through their creative content or external efforts. They exemplify or pioneer a new and unique way of influencing others while promoting access and creative inclusivity on their platform.

**Inspire:** How has the nominee been a catalyst for building community and inspiring action through their creative content or external efforts?

**Educate:** How has the nominee exemplified or pioneered a new and unique way of influencing others while promoting access and creative inclusivity on their platform?

**Rise Up:** How has the nominee gone above and beyond in their career?

**Reach Back:** How has the nominee gone out of their way to help others?

The top three ADCOLOR | TikTok Creator Award recipients will be chosen by the ADCOLOR Awards Jury. One honoree for each category will be announced at the ADCOLOR Awards.