



*presents*

# THE 2015 #FEMVERTISING AWARDS

## SUBMISSION GUIDELINES

SheKnows Media is launching the inaugural [#Femvertising Awards](#) at #BlogHer15: Experts Among Us to honor companies that are challenging gender stereotypes by building awareness-generating, pro-female messages and images into ads that target women. #BlogHer15: Experts Among Us is the largest celebration of women content creators.

The #Femvertising Awards' no-cost Call for Entries is open until **April 28, 2015**. Brands and agencies of all sizes and across all industries who are creating ad campaigns that champion this generation of women and the next are encouraged to submit their work.

More information about the finalist and winner selection process, submission criteria and deadlines are included in the sections below:

- [What we're looking for](#)
- [How to enter](#)
- [Eligibility and rules](#)
- [How entries will be judged](#)
- [Winning an award](#)
- [Deadlines and important dates](#)
- [Additional details](#)
- [About SheKnows Media](#)
- [Contact us](#)

## WHAT WE'RE LOOKING FOR

The #Femvertising Awards pays tribute to advertising that empowers and inspires women and girls. There is no cost to enter nor are there specific categories this year, but below are a few

pointers on what the judges are looking for:

- Long-standing pro-female ad campaigns that continue to pave the way for other brands
- Recent breakthrough campaigns that have made waves by pushing gender-norm boundaries and portraying women in an authentic and empowering light
- Advertising that is changing perceptions of what's possible for the next generation of women
- Cause-related campaigns that are not tied to a product or service, but focus on raising awareness for issues that impact women and girls

[Back to the top](#)

## **HOW TO ENTER**

The process to enter the #Femvertising Awards is simple and brief and there is no cost associated with doing so. The online form asks for contact information, basic facts about the ad and campaign assets. Brands and agencies can submit their online videos, online and TV commercials, websites or landing pages, social media campaigns and online and print ads for consideration using the online registration page's URL or upload functionality.

Go to [skmfemvertisingawards.splashthat.com](http://skmfemvertisingawards.splashthat.com) to enter the #Femvertising Awards before **April 28, 2015**.

[Back to the top](#)

## **ELIGIBILITY AND RULES**

The #Femvertising Awards is open to all organizations involved in the process of designing, building, managing, marketing or promoting advertising campaigns. There are no requirements around campaign flight dates, and there is no limit to the number of entries and categories that a single organization can submit for.

### ***Fees***

The #Femvertising Awards are free to enter.

### ***Acknowledgement of receipt***

Entrants will receive an automated email acknowledgment upon submitting for the #Femvertising Awards. SheKnows Media reserves the right to eliminate entries at any phase of the competition without notification.

### ***Right to Submit***

The #Femvertising Awards assumes the entrant either owns the work or has permission from a

client or other appropriate party to enter the work, with all rights granted therein. In the event that an entrant without such rights submits an entry, the entrant will not be eligible for the competition. The #Femvertising Awards are not liable for any copyright infringement on the part of the entrant.

Entries submitted as URLs must be live and remain available online from the date of entry. Submission of any entry gives the #Femvertising Awards the right to use it for exhibition, promotion and publication across the web, video and social media.

### ***Foreign language entries***

The #Femvertising Awards is open to brands and agencies all over the world. Here are some things to consider submitting work that is in a language other than English:

- Online and TV commercials and videos: Please dub or subtitle video content into English.
- Websites and landing pages, online and print ads and social media campaigns: If there is an English version of your campaign asset, we encourage you to enter that. All foreign language assets - whether in the form of a website or landing page or online or print ad - will be translated using Google Translate.

[Back to the top](#)

## **HOW ENTRIES WILL BE JUDGED**

After the Call for Entries closes on **April 28, 2015**, SheKnows Media executives and editors will determine which entries move into a second round of review based on criteria listed above in the section titled [What we're looking for](#).

The second round of review will be evaluated based on the same guidelines by a influential and diverse panel of judges:

- **Nina Bahadur**, *Deputy Women's Editor at Huffington Post*
- **Jessica Bennett**, *Journalist and Contributing Editor at LeanIn.org*
- **Roo Ciambriello**, *Contributing Editor at Adweek*
- **Kat Gordon**, *Founder of the 3% Conference*
- **Yasmeen Hassan**, *Global Director of Equality Now*
- **Caroline Howard**, *Senior Editor for Forbes*
- **Feminista Jones**, *Social Worker, Activist, Writer and Founder of Feministajones.com*
- **Lila King**, *Product and Partnerships at HLN*
- **Malorie Lucich**, *Head of Product Communications at Pinterest*
- **Terri McCullough**, *Director of the Clinton Foundation's No Ceilings: The Full Participation Project*

- **Blake McKinney**, *Principal at latitude/The Richards Group*
- **Natalia Oberti Noguera**, *Founder and CEO of Pipeline Fellowship*
- **Alison Pincus**, *Co-Founder of One Kings Lane*
- **JJ Ramberg**, *Host of MSNBC's "Your Business" and Founder of Goodsearch*
- **Nancy Spears**, *CEO of GenConnect*

Entries that make it past the judges' review will be considered this year's #Femvertising Awards finalists and announced publicly via press release, on SheKnows.com and BlogHer.com and across social media.

Winners will ultimately be chosen by the public via popular vote. Finalists are encouraged to mobilize their networks to vote for their favorite campaign(s) in the weeks leading up to the #BlogHer15: Experts Among Us event where winners will be revealed.

The timing of each stage of the judging process can be found in the [Deadlines and important dates](#) section.

[Back to the top](#)

## WINNING AN AWARD

Winners of the #Femvertising Awards will be honored on **July 17, 2015** during the Voices of the Year gala - the cornerstone of #BlogHer15: Experts Among Us, the world's largest celebration of women content creators that attracts more than 3,500 social media influencers, entrepreneurs, content creators, brand executives and industry luminaries.

The winning entrants' work will be showcased on the main stage, and a representative from the organization will be asked onstage to accept the award and say a few words about the campaign. The winning campaigns will be featured on SheKnows.com, BlogHer.com and shared via social media following the event.

Winners will receive one full complimentary pass to the conference, as well as two complimentary passes to the Voices of the Year celebration.

[Back to the top](#)

## DEADLINES AND IMPORTANT DATES

Below are deadlines and key dates to keep in mind when submitting for the #Femvertising Awards:

- The Call for Entries opens on **April 8, 2015** and closes on **April 28, 2015**
- Entrants will be notified if they are a finalist the week of **May 11, 2015**
- SheKnows will let the public cast their vote for their favorite campaigns from among the finalists starting on **May 22, 2015**

- The public voting closes on **June 12, 2015**
- The winning campaigns will be announced and showcased at #BlogHer15: Experts Among Us' Voices of the Year gala on **July 17, 2015**

[Back to the top](#)

## **ADDITIONAL DETAILS**

By submitting an entry to the #Femvertising Awards, you accept and agree to comply with and abide by these Submission Guidelines and the decisions of SheKnows, LLC and BlogHer Inc. (collectively, "Sponsor") or its affiliates (collectively with Sponsor, the "Sponsor Entities"), which shall be final and binding in all respects.

Except where prohibited, submitting an entry constitutes permission for each of the Sponsor Entities to use entrant's entity name and entry submission for advertising and/or publicity purposes related to the #Femvertising Awards worldwide and in all forms of media now known or hereafter developed, in perpetuity, without further compensation, and each entrant hereby releases the Sponsor Entities with respect thereto. Each entrant agrees that the Sponsor Entities are not responsible for: (a) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the #Femvertising Awards; (b) technical failures of any kind, including, but not limited to, malfunctions, interruptions or disconnections in phone lines or network hardware or software; and (c) technical or human error which may occur in the administration of the #Femvertising Awards or the processing of entries. Sponsor reserves the right in its sole discretion to disqualify any individual or entity who is found to be acting in violation of these Submission Guidelines. Each entrant agrees to release, defend, indemnify and hold harmless each of the Sponsor Entities, those working on behalf of the Sponsor Entities and each of their respective officers, directors, managers, representatives, employees, agents, successors and assigns from any damage, injury, death, loss or other liability, either at law or equity, whether known or unknown, asserted or non-asserted, including reasonable attorneys' fees, that may arise from or in any way relate to any entrant's participation in the #Femvertising Awards, entrant's breach of any representation, warranty or covenant set forth herein, Sponsor's use of a entrant's name and entry submission as set forth herein.

## **ABOUT SHEKNOWS MEDIA**

[SheKnows Media](#) is the number-one women's lifestyle digital media company with 81.5 million unique visitors per month (comScore, Media Metrix, Multiplatform Lifestyles Category Ranking Report, February 2015, U.S.) and 162 million social media fans and followers. The company operates a family of leading media properties that include [SheKnows.com](#), [BlogHer.com](#), [StyleCaster.com](#), [DailyMakeover.com](#), [BeautyHigh.com](#) and [DrinksMixer.com](#). With a mission of women inspiring women, SheKnows Media is revolutionizing the publishing industry by forging a new kind of model that seamlessly integrates users, editors and content creators onto a single platform designed to empower all women to discover, share and create. Whether it's parenting

or pop culture, fashion or food, DIY or décor, our award-winning editorial team, Experts, bloggers and social media influencers produce authentic and on-trend content every day. We dig deep to learn what makes our audience tick, revealing unexpected insights on women and digital media. Our robust, end-to-end suite of premium branded content and influencer marketing solutions generate more than 2 billion ad impressions per month (sources: DFP and OAS), allowing brands to distribute authentic content and integrated advertising at scale.

SheKnows Media is based in New York and Scottsdale, Ariz., with offices in Los Angeles, Chicago and Redwood City, Calif. We also operate internationally in Canada, Australia and the United Kingdom.

## **CONTACT US**

For questions about the #Femvertising Awards and the information found in this guide, please email [Femvertising@SheKnows.com](mailto:Femvertising@SheKnows.com).