

YOUNGBLOODS NSW

THE SCRAPPYS

SUBMISSION GUIDE



sponsored by
FBI TALENT C?

INTRODUCTION

Welcome to The Scrappys submission guide - the awards celebrating the grit, ingenuity, and against-all-odds wins of young talent in our industry. Inside, you'll find everything you need to craft a standout entry.

All submissions should include:

- A written submission of up to 500 words, unless otherwise stated.
- Supporting imagery (defined for each award)
- The name, role and department of everyone involved.
- Any relevant supporting links or files, where requested. These will not count towards the word limit.
- Any client-sensitive information removed.

Some things to consider when submitting a Scrappy:

1. All Scrappys can be submitted either by an individual or as a team, so please include all of those involved in your submission.
2. Please don't go overboard, the purpose of the Scrappys is to not overload you with more work, keeping it light and simple is best.

Every submission is automatically in the running for the Grand Scrappy, awarded to the entry our judges deem the best example of scrappiness in the industry.

Note: entries are for NSW applicants only, sorry other states.



THE IDEA THAT SHOULD HAVE LIVED SCRAPPY

This awards ideas that never made it to life because they were too out there, out of budget or off-brief. Ideas that never were presented and are sitting somewhere on the bottom shelf. It's open to ideas of all shapes and sizes, from proactive projects and client work to the wonderfully wacky ideas you'd never pitch. Your best unbuyable idea deserves another look.

Example:

Think the bonus pages, the pitch ideas, or the hidden slides. Your best unbuyable idea!

Who:

It's awarded to all the people associated with championing it before it died, the creatives, the accounts, the producers the strategists.

What to Submit:

1. A written explanation of up to 500 words providing additional context to your award board. Your submission should explain:
 - a. What the original brief, opportunity or challenge was.
 - b. What the idea was and why it was worth championing.
 - c. Why it died.
 - d. What made the idea too out there, expensive, off-brief or otherwise unbuyable.
 - e. Why you believe the idea should still be recognised.
2. A single-page award board including:
 - a. Insight
 - b. Idea
 - c. How it works
3. The names, roles and departments of everyone who worked on or championed the idea, including creatives, account management, strategists, producers, designers and others.

Note: Your submission remains your intellectual property and will only be reviewed by the judges, who are committed to supporting young people in the community. It won't be shared publicly or presented on stage.



THE AGAINST ALL ODDS SCRAPPY

This awards people who managed to keep something alive against all odds.

Example:

Work made under increasingly shrinking budgets or the thing the client killed but you managed to bring back over 100 emails.

Who:

The person or group of people responsible for championing the strat, idea, tool, or brief and making it happen.

What to submit:

1. A written explanation of up to 500 words outlining:
 - a. The brief, problem or opportunity you were asked to address.
 - b. The barriers, limitations or setbacks you faced.
 - c. The people who helped keep the work, idea, tool or brief alive.
 - d. The solution or solutions developed throughout the process.
 - e. What ultimately happened and how the work was kept alive.
 - f. Any outcome, result or evidence of impact.
2. Evidence of your efforts, please try to collate to a single page document, this can include:
 - a. Email thread screenshots
 - b. Budget approval
 - c. Thank you's
 - d. Revisions
 - e. Final ad asset
 - f. Anything else that tells the story
3. The names, roles and departments of everyone involved in helping keep the work, idea, tool or brief alive.

THE DOING GOOD SCRAPPY

This awards initiatives, people, or things that enrich an agency or overall industry culture.

Example:

Internal agency programs, personality hires, social good initiatives.

Who:

The person themselves, the people who made the initiative or the agency associated with the service.

What to submit:

1. An image or single-page award board representing the person, people, initiative or contribution being nominated. This may be submitted as a JPG, PNG or PDF.
2. A written explanation of up to 500 words covering:
 - a. Who or what you are nominating.
 - b. What they do, or what the initiative does, to make the agency, industry or working environment better.
 - c. Why this contribution matters.
 - d. The impact it has had on you, your team, the office or the wider industry.The person/s being nominated does not have to be a colleague. They may be a friend, former colleague, industry contact or someone whose contribution improves the working day in a meaningful way.
3. The names, roles and departments of the people involved in creating, leading or delivering the initiative, where applicable.
4. Any useful links or supporting files. These will not count towards the word limit.



THE SOMETHING OUT OF NOTHING SCRAPPY

This awards celebrates doing the best with what you're given.

Example:

The most considered post copy no one saw, the digital banner that was actually beautifully designed, the social brief that turned into a viral trend.

Who:

The people associated with taking the small task and turning it into something bigger.

What to submit:

1. The finished artwork or final output as a JPG, PNG or PDF. Where possible, please submit this as a single-page file. If the work cannot be represented on one page, please provide the clearest relevant image or file.
2. A written summary of up to 500 words outlining:
 - a. What the brief entailed.
 - b. The rough budget or available resource.
 - c. The limitations, constraints or challenges involved.
 - d. How you approached the brief.
 - e. How you created something meaningful, effective or unexpected from limited resources.
 - f. What the final outcome was, including any results or response where relevant.
3. The names, roles and departments of everyone involved in turning the small task into something bigger.

THE OFF THE CLOCK SCRAPPY

Celebrating the great work done outside of hours

Examples:

Competition work that maybe didn't win, your ad school assignment, your side hustle or hobby.

Who:

Anyone part of making the thing.

What to submit:

1. A written explanation of up to 500 words describing your off-the-clock activity. Please consider:
 - a. What the activity is.
 - b. How and why you started it.
 - c. What it means to you.
 - d. What you have made, learned or achieved through it.
 - e. How it has developed over time, if applicable.
2. Any supporting imagery, single-page award board or relevant file as a JPG, PNG or PDF. This could include examples of the work, photographs, artwork, campaign materials or other evidence of the activity.
3. The names, roles and departments of everyone involved in making the work or activity.
4. Any useful links or additional files. These will not count towards the word limit.