



## Fact Sheet

### **About the Communicator Awards:**

The Communicator Awards is the leading international creative awards program honoring creative excellence for communication professionals. Founded over two decades ago, The Communicator Awards is an annual competition honoring the best in advertising, corporate communications, public relations and identity work for print, video, interactive and audio. The 24<sup>th</sup> Annual Communicator Awards received entries from top ad agencies, interactive agencies, production firms, In-house creative professionals, graphic designers, design firms, and public relations firms around the world.

### **Who is behind the Communicator:**

The Communicator Awards are judged and overseen by the Academy of Interactive and Visual Arts (AIVA).



The AIVA is an invitation-only member-based organization of leading professionals from various disciplines of the visual arts dedicated to embracing progress and the evolving nature of traditional and interactive media. Current membership represents a “Who’s Who” of acclaimed media, advertising, and marketing firms, including: Republica, Sesame Workshop, PureMatter, Tool of North America, Starbucks, and many others. See [www.aiva.org](http://www.aiva.org) for more information.

### **Judging and Awarding:**

Entries are judged to evaluate distinction in creative work. In determining Excellence and Distinction Winners, entries are judged on their merits against a standard of excellence considering the category entered. A category may have multiple winners, or may have none. Entries are scored on a 100 point scale by the judges. Generally, Excellence Winners receive a score of 90 or above and Distinction Winners receive a score of 70 to 89.

### **Promoting Your Achievement:**

Top-level Communicator Award winners have the opportunity to be included in the Communicator Winners Gallery, designed to honor and recognize top level award winners. The interactive gallery showcases the best creative work submitted from year to year and allows us to further recognize excellence in the visual arts. Visit [www.communicatorawards.com/winners/gallery/](http://www.communicatorawards.com/winners/gallery/) for more information.

Please visit [communicatorawards.com](http://communicatorawards.com) for sample press releases, downloadable graphics and logos, and other materials you can use in your marketing efforts. If you’d like any further assistance promoting your award, please contact us at [info@communicatorawards.com](mailto:info@communicatorawards.com) or call (212) 675-3555.