



Fact Sheet

About the Davey Awards:

The Davey Awards is an international award focused exclusively on honoring outstanding creative work from the best small shops from across the world. The 17th Annual Davey Awards received over 2,000 entries from ad agencies, digital agencies, production firms, in-house creative professionals, graphic designers, design firms and public relations firms.

David defeated the mighty Goliath with a big idea and a little rock. That is the sort of thing small agencies do every day. The Davey Awards recognize the achievement of the “Creative David’s”, where strength comes from ideas, intelligence, and out-of-the-box thinking, not a giant bankroll. Great work is about exceptional ideas and flawless execution, not the biggest budgets. The Daveys level the playing field so entrants compete with only their peers, and winners can gain the recognition they deserve.

Who is behind the Davey:

The Davey is 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: Spotify, Majestyk, Big Spaceship, Nissan, Tinder, Conde Nast, Disney, Microsoft, GE Digital, JP Morgan, PGA Tour, Wired, and many others. Visit www.aiva.org for more information on our judging body.

Judging and Awarding:

Entries are judged to evaluate distinction in creative work. In determining Gold and Silver winners, entries are judged on their merits based on a standard of excellence as determined by the AIVA, considering the category entered. A category may have multiple Gold and Silver Winners, or may have none. Entries are scored on a hundred-point scale by the judges. Generally, Gold Winners receive a score of 90 or above and Silver Winners receive a score of 70 to 89. No more than 10% of entries will be awarded a Gold Davey. Best in Show selections are made by the Academy, from the pool of Gold Winners, based on their scoring and other elements of merit as determined by the Academy. The judges will award 13 Best in Show honors, one for each medium. Please visit daveyawards.com for a complete list of winners.

Promoting Your Achievement:

Please visit daveyawards.com for sample press releases, downloadable images and logos, and other materials you can use in your marketing efforts. If you need any further assistance promoting your award, please contact **Kara Cleary at karac@daveyawards.com or call at (212) 675- 3555.**