



## **Fact Sheet**

### **About the Davey Awards:**

The Davey Awards is an international creative award focused exclusively on honoring outstanding creative work from the best small firms worldwide. The 2011 Davey Awards received nearly 4,000 entries from ad agencies, interactive 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 firms do every day. The Davey Awards honors the achievement of the "Creative David's" where strength comes from ideas, intelligence and out-of-the-box thinking, not a "Giant's" bankroll. Great work is about fresh ideas and exceptional execution, not the biggest budgets. The Davey levels the playing field so entrants compete with only their peers and can win the recognition they deserve.

### **Who is behind the Davey:**

The Davey is judged and overseen by the International Academy of the Visual Arts (IAVA). The IAVA 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: Conde Nast, Coach, Disney, The Ellen Degeneres Show, Estee Lauder, HBO, Monster.com, MTV, Polo Ralph Lauren, Sotheby's Institute of Art, Victoria's Secret, Wired, Yahoo! and many others. See [www.iavisarts.org](http://www.iavisarts.org) for more information.

### **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 IAVA, considering the category entered. A category may have multiple Gold and Silver Winners, or may have none. Entries are scored on a ten point scale by the judges. Generally, Gold Winners receive a score of 9.0 or above and Silver Winners receive a score of 7.0 to 8.9. 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 11 Best in Show honors, one for each medium. Please visit [www.daveyawards.com](http://www.daveyawards.com) for a complete list of winners.

### **Promoting Your Achievement:**

Please visit [www.daveyawards.com](http://www.daveyawards.com) for sample press releases, downloadable graphics, logos and other materials you can use in your marketing efforts. If you need any further assistance promoting your award, please contact Linda Day at [lindad@daveyawards.com](mailto:lindad@daveyawards.com) or (212) 675-3555.