



Fact Sheet

About the Communicator Awards:

The Communicator Awards is the leading international creative awards program honoring creative excellence for communication professionals. Founded by communication professionals over a decade 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 2011 Communicator Awards received over 6000 entries from ad agencies, interactive agencies, production firms, in-house creative professionals, graphic designers, design firms, and public relations firms.

Who is behind the Communicator:

The Communicator Awards are 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: Condè Nast, Coach, Disney, The Ellen Degeneres Show, Estee Lauder, HBO, Keller Crescent, Monster.com, MTV, Polo Ralph Lauren, Sotheby's Institute of Art, Tribal DDB, Victoria's Secret, Wired, Yahoo!, and many others. See www.iavisarts.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 based on the 15-year history of The Communicator Awards, considering the category entered. A category may have multiple winners, or may have none. Entries are scored on a ten-point scale by the judges. Generally, Excellence Winners receive a score of 9.0 or above and Distinction Winners receive a score of 7.0 to 8.9.

Promoting Your Achievement:

Top-level Communicator Award winners have the opportunity to be included in the IAVA Winners Gallery. The gallery is designed to honor and recognize top level award winners from each of the competitions sanctioned by the IAVA. The gallery is designed to honor and recognize top level award winners from each of the competitions which we sanction. 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.iavisarts.org for more information.

Please visit www.communicatorawards.com for sample press releases, downloadable graphics and 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@communicatorawards.com or (212) 675-3555.