

NOMINATION GUIDE AND CHECKLIST

HOW TO NOMINATE.

A simple guide for agencies putting their people forward, and for anyone entering themselves: who is eligible, what the form asks, and what to have ready before you start.



01 · AT A GLANCE

ONE NATIONAL CLASS. FIFTY PEOPLE.

The Next 50 recognises fifty people under 30 who are already making India's agency industry better. It is one class: no internal ranking, no category winners, no public voting, and no fixed quota by discipline, city or agency.

EARLY-BIRD

30 SEP

The early-bird rate applies to entries paid by 30 September 2026.

ENTRIES CLOSE

15 NOV

Last day to submit or change an entry, 15 November 2026.

CLASS REVEALED

3 DEC

At The Next 50 Recognition Evening, 3 December 2026.

WHO IS ELIGIBLE

- **Under 30 on 31 August 2026.**
- Currently working within India's agency and marketing communications ecosystem, and professionally active at the time of entry.
- At least one year of professional agency experience.
- Work or contribution primarily from the previous 24 months.
- Contribution verifiable through a manager, senior colleague, client or professional reference.
- Eligible organisations: creative, digital and integrated, media, PR and communications, social and content, performance and growth, design and branding, experiential agencies, and production companies and studios.
- This edition is agency-focused. Brand-side marketing roles are not part of the Class of 2026.

TWO WAYS IN

- **Nominate someone from your agency.** The primary route: a manager, leader or colleague puts a person forward. Agencies may nominate any number of eligible people, and each is evaluated independently.
- **Enter yourself.** Eligible professionals can enter directly. Self-entry is welcome and is not scored differently.

NOT ONLY CREATIVES

Creative	Design & Craft
Strategy & Planning	Client Partnership
Social & Content	Media & Performance
PR & Communications	Production
Data, Tech & Innovation	People & Agency Culture

02 · ON THE WEBSITE

SIGN IN, THEN SEVEN STEPS.

Create an account (or sign in) before you start: one account holds every nominee you put forward, and every invoice. Answers save as you type, so you can close the form and come back. Nothing is paid until the final step.

01 THE NOMINATION

Your name, work email, designation, agency and website. If you are nominating someone: your relationship to them, and a confirmation that **they know they are being entered and agree to take part if selected**. Choose one, five or ten entries.

02 THE NOMINEE

Full name, date of birth, designation, agency, city, years of agency experience, primary discipline (and an optional second), professional email, mobile, LinkedIn, optional portfolio and headshot (JPG, PNG or WebP, up to 10 MB). Then: **what do they actually do at the agency?** 10 to 75 words.

03 THE WORK

One to three pieces from the previous 24 months: project, client, agency credited, date, their role, collaborators and a link. For each, **their personal contribution** (up to 200 words) and what changed because of it (up to 150). "Worked on the campaign" is not enough.

04 THE PROBLEM

One problem, four answers: what was the problem, what did they notice, what did they do, what changed. **300 words in total**.

05 BEYOND THE BRIEF

What they started, challenged, fixed or improved without being asked (15 to 200 words); how they made the team better (optional, 150); why the industry should know their name now (100). An optional 60-second video: a link, or MP4, MOV, WebM or M4V up to 200 MB. Phone video is fine; production quality is not scored.

06 VERIFICATION

One professional reference is required: name, designation, organisation, work email and phone. A second reference is optional; a client reference carries weight where the work was client-facing. Reference details are never published and are used only to verify the contribution.

07 REVIEW AND SUBMIT

Read everything back, make three declarations (accuracy, permission to share the work, and consent to verification under the entry rules), enter billing details and pay to submit.

GOOD PRACTICE

Write the answers in a document first, against the word limits, then paste them in. Describe what this person personally thought, wrote, designed, solved, analysed, produced, managed or changed: the jury is looking for their contribution, not the agency's case study. Tell the reference before you list them, and check dates and credits carefully, since a submitted entry can be changed only once.

03 · SELECTION AND FEES

HOW THE CLASS IS CHOSEN.

THE 100-POINT FRAMEWORK

Individual contribution	30
Quality of work	25
Impact	20
Initiative & ownership	15
Future potential	10

FIVE STAGES

- Eligibility review
- Editorial review of the work against the framework
- Independent industry jury for the strongest entries
- Contribution verification with references
- Final selection of the class

Follower counts, seniority, agency size and award counts carry no automatic advantage. Sponsors and partners have no role in scoring, verification or selection.

FEES AND PAYMENT

PER NOMINEE	+ GST 18%
Early-bird entry, paid by 30 Sep 2026	₹7,777
Standard entry, from 1 Oct 2026	₹9,999

- **Write first, pay at the end.** The rate charged is the one in force when payment is completed.
- **Agency multi-entry** for five or ten nominees: the same per-entry fee, with one billing contact and one GST invoice. Each entry submitted draws one credit.
- A submitted entry can be changed **once**, until entries close.
- Payment guarantees evaluation against the published framework. It never affects a score and never guarantees selection.
- Fees are non-refundable once an eligible submission is complete. Duplicate payments, technical errors and entries found ineligible before evaluation are refunded in full. Unused credits are refundable within 14 days if no entry has been submitted against them.

EACH MEMBER OF THE CLASS OF 2026 RECEIVES

The Next 50 trophy, a permanent editorial profile on Ad Tribe, an individual announcement, a Class of 2026 badge and certificate, a place in the permanent class archive, and credit for their agency. Every agency in the class receives a Home of The Next 50 recognition asset.

04 · BEFORE YOU START

THE NOMINATION CHECKLIST.

THE NOMINATOR

- ☐ An account created with your work email and phone
- ☐ The nominee knows they are being entered and agrees to take part if selected
- ☐ Decided how many people to put forward: one, five or ten

THE NOMINEE

- ☐ Under 30 on 31 August 2026 (date of birth to hand)
- ☐ At least one year of agency experience, currently working in an eligible agency
- ☐ Designation, agency, city and primary discipline
- ☐ Professional email, mobile number and LinkedIn profile
- ☐ Portfolio link and a plain, well-lit headshot under 10 MB (optional)
- ☐ What they actually do, in 10 to 75 words

THE WORK

- ☐ One to three pieces from the previous 24 months
- ☐ For each: project, client, agency credited, date, their role, collaborators and a shareable link
- ☐ Their personal contribution, up to 200 words each
- ☐ What changed because of it, up to 150 words each

THE STORY

- ☐ One problem they solved, in four answers, 300 words in total
- ☐ Something they started or fixed without being asked (15 to 200 words)
- ☐ Why the industry should know their name now (up to 100 words)
- ☐ Optional 60-second video: a link, or a file up to 200 MB

VERIFICATION

- ☐ A professional reference who has agreed to be contacted: name, designation, organisation, work email and phone
- ☐ A second reference, ideally a client where the work was client-facing (optional)
- ☐ Permission to share every piece of work submitted

SUBMISSION

- ☐ Billing name and email, with GSTIN and address for the invoice
- ☐ Paid by 30 September for the early-bird rate
- ☐ Submitted by 15 November 2026

NOMINATE SOMEONE, OR ENTER YOURSELF

ADTRIBE.WORLD/EVENTS/THE-NEXT-50

Questions before you enter
hello@adtribe.world