

Our Bland Awards Entry Guide

**When the world
zags, zig.**

Welcome to the Bland Advertising Awards (BAA)

Background

BAA is for sheep that zig not zag, so we're looking to award work no one will notice or remember.

Eligibility

Entries must have gone unnoticed in the last year.

Special consideration will be given to entries created during the pandemic. But they too must have gone unnoticed.

Media requirements

Bland. Totally bland. And not on CDs or DVDs. This is 2020.

Categories

Bland is understood in any language or art form. Simply bland or sophisticated bland is still bland.

The 2020 BAA categories are:

- Blatantly bland
- Brilliantly on bland
- Blaringly bland music
- Bleedingly bland photography
- Boringly bland messaging

Entry fee

The 2020 Bland Advertising Awards are free to enter. No one will notice the entries anyway. Actually, we'd pay agencies to stop entering bland work. Why pay to enter bland work? You shouldn't need an award to justify your blandness. And some agencies can't afford to enter, so we'll never ever see their bland work.

Judges

Putting together experts in different fields to deliberate over thousands of bland entries from different markets to select one winner just doesn't add up. So this year, you are the judge. It's a tough job because bland work always goes unnoticed, so we're counting on you to spot it in every three-minute case study.

Total expected judging time: 85+ hours.

Winners

We won't be announcing any winners. Or sharing their work. There's nothing to see, and if there was, it'd be forgotten.

Totally Mundane™

Bland isn't a registered trademark and the contents of this brief aren't protected due to similarities with every other bland in the world.

Created by

Vikki Ross, Copy Chief, [Vikki Ross Writes](#)
Paul Mellor, Master of Decibels, [Mellor&Smith](#)
Henry Mawuli Adobor, Copywriter, [Twitter](#)

All rights reserved and copyright © 2020. Feel free to share this, but please do credit the creators otherwise that's just rude.