FREQUENTLY ASKED QUESTIONS

TABLE OF CONTENTS

1. MY LBB PROFILE
2. NEWS
3. CREATIVE LIBRARY
4. CREDITS
5. JOB BOARD
6. DATA & ANALYTICS
7. THE IMMORTAL AWARDS
8. THE MONTHLY CUT

MY LBB PROFILE

HOW DO I LOGIN?

Login to your LBB account here - or find the option on the front page of the site. If you don't have an account, you can create one here. Find out more here.

HOW DO I EDIT MY COMPANY'S PAGE?

To become an admin of your company page, contact your company admin (who can add you via the Team section of MyLBB) or support@lbbonline.com, who can also assist.

Once you have admin access, click your icon on the top right of the site. From your dashboard, select the company you wish to edit, then click Manage Company Profile.

HOW DO I KNOW IF THERE IS A PROFILE FOR ME OR ANY OF MY TEAM ON LBB'S PEOPLE SECTION?

Every person ever credited on LBB has had a profile automatically created. Our platform aggregates all the work and news that an individual has been credited on. If you think this may apply to you or a colleague, simply search your name or theirs in the LBB search bar, then click People to see the profiles we have listed. These profiles are continuously updated with any new work you or they are credited on.

CAN I CLAIM A PROFILE IN LBB'S PEOPLE SECTION AND UPDATE MY INFORMATION?

Yes. If you find your profile in the search, you can claim it at any time. Once claimed, you can update key details such as your job title, company name, and profile photo. You will need to do this via your personal LBB login.

To claim your profile, find it while logged in and click Claim This Profile. A request will be sent to our Archive team, who will verify your account. Once verified, you can edit your profile from MyLBB. Free users can update basic details, while LBB Pro users can also organise and curate the work and news on their profile.

CAN I HIDE OR REORDER WORK ON MY PERSONAL PROFILE?

LBB Pro Users can organise the presentation of the work and news on their 'People' profile. Free users need to upgrade to Pro membership if they'd like to curate and organise their portfolio. Read more about Pro memberships here.

NEWS

HOW DO I GET MY NEWS PUBLISHED ON LBB?

If you have a Standard or Premium LBB membership, simply send your stories to **newsdesk@lbbonline.com**. Our content team will proof the story, and send you a link once it's published.

If you have a Basic LBB membership, you'll need to upload the story via MyLBB. We have a video guide on how to do this here. Once submitted, the story will be reviewed by our content team, who will publish or be in touch if there's any other info required.

HOW DO I GET INVOLVED IN EDITORIAL OPPORTUNITIES?

The editorial team works on multiple articles each month that members can get involved with. They may contact you directly for comments, or you can find an up-to-date list of opportunities in the Editorial Toolkit's seasonal features. Each listing includes a feature description, writer contact details, and a response deadline.

We also run member interviews spanning various disciplines and topics. Simply choose your talent, select a relevant feature, and have them complete the questions.

Download the brief and questions from the Editorial Toolkit, then email the completed document along with any images or videos to newsdesk@lbbonline.com for publishing, or get in touch with our member interview coordinator Henry (henry@lbbonline.com) who can also assist.

CAN I NARROW DOWN MY SEARCHES ON LBB BY LOCATION, GENRE OR SECTOR?

You can use the filters on LBB to find exactly what you're looking for, from the latest news to the best work. You can filter by everything from location, product categories, and genres - and even by company type.

Whilst we curate some select channels on the front page of LBB, you can use filters to their full capacity by going to News or Creative Library. On the left hand side of each page, you'll find an extensive range of options to pinpoint exactly what you're looking for. Simply tick the boxes of what you'd like to see, and the page will automatically update.

Find more information on what happens when you submit your piece into newsdesk.

CREATIVE LIBRARY

HOW DO I ADD WORK TO LBB?

If you're a Standard or Premium member, you can email all video files and credits to archive@lbbonline.com and our team will upload for you.

If you're a Basic member, check out our video guide for uploading work here. If you have any questions or need further help, you can email support@lbbonline.com.

WHERE DOES MY WORK LIVE AFTER IT IS UPLOADED?

Your work will live in our Creative Library and on your company page. Work may also be embedded into relevant news stories by our editorial or content teams. All views generated across the platform are counted, and you can analyse this data in one place through LBB Analytics in MyLBB.

WHAT CAN I DO WITH MY WORK?

Build reels with Reel Builder
Reel Builder lets members quickly create professional reels using work already in the LBB Creative Library. Search by credits, pull from your own archive or the wider platform, and build branded, clickable reels in minutes, with no extra software, subscriptions, or editing tools required.

Create and promote Collections
Group content from across LBB into shareable Collections, mixing both work from the Creative Library, and news stories. Use them to build pitch reels, showcase specialist work, or spotlight members of your team.

Host video on other platforms
Easily embed your LBB videos on your own website or blogs using the embed button. Videos are unbranded and display just like content from Vimeo, YouTube, or similar platforms.

CAN I EDIT A PIECE OF WORK OR NEWS ONCE IT IS UPLOADED?

To edit a piece of work you've uploaded, visit the Work section of your company page. Click on the three dots below the piece of work you'd like to edit and choose 'Edit'. Here you can edit any element of the work, whether it's the title, genre, or credits.

Once a news article has been approved by our content team and published on the site, it cannot be edited. If you require any changes, please contact newsdesk@lbbonline.com.

WHAT CAN I DO WITH MY WORK?

To create a Reel or Collection:

- Find your desired work or news by browsing LBB, filtering by person in the People section, or searching your uploaded work on your LBB profile
- Click 'ADD TO...' button
- Select Reel or Collection
- Choose an existing Reel or Collection, or create a new one

Once this has been created, head to MyLBB and use the left hand options to:

- Edit, delete, or make your Reel / Collection public
- Copy the link to share externally
- Review the clickable credits under each work
- Access support if needed

CREDITS

HOW CAN I ADD CREDITS TO A NEWS STORY OR WORK UPLOAD?

You can use the 'ADD MY CREDIT' button at the bottom of a story / work upload to request additional credits. Our archive team will then review and approve.

MY SPECIFIC JOB TITLE IS MISSING FROM THE CREDITS, CAN YOU ADD IT IN?

We focus on a 'role' rather than a 'title'. To simplify the long list of credit titles on LBB, we kept the most frequently occurring roles and removed variations of the same job. This makes it easier for people to show their actual role on a project and helps anyone credited be found using the new credit search system.

If you want to customise your profile to reflect your title, you can do so by claiming your credit and editing your personal profile through MyLBB.

JOB BOARD

HOW DO I USE THE JOB BOARD?

Once you are logged in, go to your Company Page and navigate to the Job section. This is where you can see all your company's job vacancy posts currently listed on LBB - or remove any that have been previously listed.

Select "Add New Job" to post a new opening. Fill in all the required fields (and optional ones if you like). Make sure you select an expiry date, so that the job listing will come down automatically once it expires. Click save changes, and the job ad will go live immediately!

DATA & ANALYTICS

HOW CAN I ANALYSE THE PERFORMANCE OF MY LBB CONTENT?

All data on your content is available in the 'LBB Analytics' section of MyLBB. LBB Analytics offers multiple data points on all your news and work, so you can see what is garnering the most views and where those views are coming from, across any time period. You can also see how you compare with your competitors.

CAN I VIEW THE DATA IN DIFFERENT WAYS?

There's loads of different ways you can explore LBB Analytics.

- **LBB 360** gives you an overview of your performance, including profile views, top content, potential competitors, and your LBB Score
- **Content Performance** breaks down how your news and work is performing, with the option of customising the time period of the data
- **Audience** shows you who is viewing your content - including geographical location, job role, and sector
- **Discover** lets you dive into the performance of all members of LBB, so you can see which companies and what news stories are really connecting with our readers. You can filter by company type, location, groups, networks, and time periods

HOW DOES MY LBB SCORE WORK?

Your LBB Score is a single number from 0 to 100 that summarises how well your company is performing on LBB. Think of it like a credit score, but for your creative profile - higher means more visibility, more engagement, and a stronger presence on the platform.

Your score is built from four equally-weighted components, each worth up to 25 points:

1. Completeness (0–25)
How filled-out your profile is. Logo, bio, location, social links, team members, contact info, awards — the more complete your profile, the higher this score. This is the easiest pillar to improve: it's entirely in your control. A polished, finished profile signals professionalism to anyone who lands on your page.

2. Engagement (0–25)
How people interact with you. Profile views, time spent on your pages, clicks through to your work, and how often visitors come back. High engagement means your content is hooking people — not just attracting clicks but holding attention.

3. Content (0–25)
What you're publishing. How much new work you've added (articles, news, projects, reels, awards), how recent it is, and how well it performs. Publishing consistently and producing content that gets viewed both feed into this score. Quiet profiles drift down; active ones climb.

4. Network (0–25)
Your reach and relationships. Followers, who's crediting you on their work, and how well-connected you are within the LBB community. A growing follower base and frequent appearances on other companies' projects boost this pillar.

Total = Completeness + Engagement + Content + Network = 0–100

80+ Excellent
60–79 Great
40–59 Good
0–39 Getting Started

Most active companies sit in the Good to Great range; Excellent is reserved for the most consistently engaged profiles on LBB.
Next to each pillar bar in your dashboard, you'll see a small dark marker. That's the platform average - what a typical company scores on that pillar right now.

Your score is actually calculated twice:

- Last 90 days — your "current form". Reflects recent activity, recent engagement, recent content. This is the score you'll see most often, and it's the one that responds quickest when you make changes.
- All time — your lifetime score across everything you've ever published on LBB. Useful for measuring long-term presence vs. short-term momentum.

A profile that's been quiet for a year may have a high all-time score but a weak 90-day score — a clear signal it's time to publish again.

HOW DOES MY LBB SCORE WORK?

Each pillar has its own lever:

- Completeness → fill in everything your profile asks for. One-time effort, permanent gains
- Engagement → make your content scroll-worthy. Strong thumbnails, clear titles, work that holds attention
- Content → publish regularly. Even small updates count — add news, post a reel, share an award
- Network → engage with the community. Get credited on collaborators' work, build your follower base, comment and share

The best part: the four pillars are independent. You don't have to fix everything at once. Pick the lowest bar, focus there for a couple of weeks, watch it move. Then pick the next one.

Check out our webinar on LBB's Analytics platform.

THE IMMORTAL AWARDS

WHAT IS THE IMMORTAL AWARDS?

A global, free-to-enter advertising award for Little Black Book members that celebrates the best commercial creativity of the year, with no categories and a strict entry limit.

WHO CAN ENTER AND HOW MANY ENTRIES CAN WE SUBMIT?

Any active Little Black Book member can enter the award at no extra cost. Standard and Premium members can submit up to five entries, while Basic members can submit two.

WHAT ARE THE KEY ELIGIBILITY RULES?

Work must have first aired or launched between 1st Sept 2025 and 31st Aug 2026, must be client-approved, and must be submitted from the office location listed on your LBB profile.

All work must be real, client-approved advertising, including but not limited to film, digital, print, outdoor, product invention, audio, and multi-media. Spec ads and conceptual work are not eligible.

HOW ARE WINNERS CHOSEN?

Every entry is first scored online by the global jury. The highest-scoring work qualifies for the relevant in person jury days, from which the local and regional juries select Finalists.

The final round of judging features Finalists from the six regional jury days, where a grand jury debates and awards Immortal, Commendation, or Global Finalist status. There are no quotas, so any number of truly exceptional projects can win.

WHAT IS THE LEAGUE TABLE OF CREATIVITY?

The League Table ranks member companies based on points earned from The Immortal Awards entries. Since each office can only submit a maximum of five entries, the table rewards quality over volume.

Every credited company receives points, so the table celebrates the whole creative team. Rankings can be filtered by region, country, company type and discipline, and points accumulate year after year.

WHAT HAPPENS IF WE WIN?

Winning work gets global exposure through The Immortal Awards Showcase tour, and the entry contributes points to your company's position in the League Table of Creativity.

THE MONTHLY CUT

WHAT IS THE MONTHLY CUT?

The Monthly Cut is Little Black Book's monthly reel of the best global commercial creativity. Each edition is curated by LBB's editorial team and a rotating Creative Council, showcasing the most impactful work that launched in the previous month. The reel is designed to highlight exceptional creativity across all media and categories.

WHAT WORK IS ELIGIBLE?

Work must have launched or aired for the first time within the calendar month in question. For example, The Monthly Cut: April will feature work that first aired or launched between 1st–30th April. All work must be published on Little Black Book to be considered.

HOW IS WORK SELECTED?

Every month, LBB's editorial team curates a shortlist of standout work. This shortlist is then scored by the Creative Council using a structured scoring system. The highest-scoring projects are included in the final reel, ensuring only the most innovative and influential work makes the cut.

HOW CAN I SUBMIT MY WORK?

Any work featured in an LBB press release is automatically considered for the reel. If you don't have a press release, you can still submit work by uploading it to your LBB profile and using the "Submit to The Monthly Cut" button. Alternatively, you can submit by emailing a link to themonthlycut@lbbonline.com. Submissions without a press release are welcome as long as the work is live and publicly available.

WHO CAN ACCESS THE MONTHLY CUT?

The Monthly Cut is available to all Little Black Book members. The reel is distributed at the start of each month and is intended to be shared internally, screened for teams, and used to celebrate the best new work globally.

WHAT IS THE CREATIVE COUNCIL?

The Creative Council is a rotating group of global brand, agency and craft leaders who guest-curate three consecutive editions of The Monthly Cut. They work alongside LBB's managing editors and leadership team to score and select the final reel. The council brings diverse industry perspectives and ensures the work chosen represents the highest creative standards.

If you can’t find the answer you need, reach out to our team at support@lbbonline.com.