

AMERICAN ADVERTISING AWARDS 2017

TAPE ONE OF THE CATEGORY AND ENTRY NUMBER LABELS FROM THE BOTTOM OF YOUR ENTRY FORM RIGHT HERE.

The American Advertising Awards is the advertising industry's largest and most representative competition, attracting more than 40,000 entries every year in local AAF Club (Ad Club) competitions. The mission of the American Advertising Awards competition is to recognize and reward the creative spirit of excellence in the art of advertising.

Conducted annually by the American Advertising Federation (AAF), the local Ad Club phase is the first of a three-tier national competition. Concurrently, all across the country, local entrants vie to win ADDY Awards – recognition as the very best in their markets. At the second tier, local ADDY winners compete against winners from other local clubs in one of 15 district competitions. District ADDY winners are then forwarded to the third tier, the national stage of the

American Advertising Awards. Entry in your local Ad Club competition is the first step toward winning a national ADDY.

Entering the American Advertising Awards supports the entire advertising industry, because the AAF and its local and district affiliates use the proceeds to enhance advertising through programs such as public service, professional development, internships, advocacy groups, advertising education, and consumer awareness.

Selection of the most creative entries in each category is conducted through a scoring process in which a panel of judges – comprised of accomplished advertising creative professionals – evaluates all creative dimensions of every entry. A GOLD ADDY is recognition of the highest level of creative excellence and is judged

to be superior to all other entries in the category. Entries that are also considered outstanding and worthy of recognition receive a SILVER ADDY. The number of awards given in each category is determined by the judges, based on the relative quality of work in that category.

STUDENT AWARDS

The American Advertising Awards Student Division is also a three-tier national competition, which is sponsored by the AAF and National Ad 2. Occurring in conjunction with the professional competition, the Student Awards recognize and reward creative excellence by students. Information on entering the American Advertising Awards Student Division may be found at AmericanAdvertisingAwards.com.

HOW TO ENTER

Visit AmericanAdvertisingAwards.com, or your local Ad Club website. You will be directed to the competition site to register as an entrant. Review the category list to find where your work should compete, and follow the simple drop-down menus to enter your information. Make sure you credit the members of your creative team so that they will be recognized properly in press releases and other AAF winner publications.

Submission of entries acknowledges the right of the AAF to use them for publication, exhibition and marketing of the American Advertising Awards competition and show.

DEADLINES

Local deadline information is available from your local AAF Ad Club. All club entry deadlines for this competition year will occur on or after Jan 1, 2017. After preparing your entries in the manner outlined in this guide, deliver the entries before your local deadline, to the location indicated by your local club. Since you must enter your local American Advertising Awards competition to be eligible for district and national judging, it is important that you do not miss this deadline.

ELIGIBILITY

- All work entered in the ADDY competition must have first appeared in the media between January 1 and December 31, 2016.
- With the exception of Public Service Advertising, Advertising Industry Self-Promotion categories and student categories, work entered must have been the result of paid creative services and media placement in the normal course of business.
- Entries must be submitted in the CBSA, DMA or MSA where the work was created (as defined by Arbitron or Nielsen for your local market). If multiple Ad Clubs are in the same CBSA, DMA or MSA the Ad Club located nearest to the entrant geographically will be the entry site.
- In the event there are entrants located in markets not served by a local American Advertising Awards-affiliated show, the acceptance, processing, judging, forwarding and fees of those entries will be decided by the governing body of the district in which the entrant is located.
- For Student eligibility requirements, please refer to the Student American Advertising Awards Rules & Categories available at AmericanAdvertisingAwards.com.

“REAL” ADVERTISING

The expressed intent of the American Advertising Awards competition is to recognize and reward creative excellence in the legitimate everyday workplace of advertising. Occasionally, an entry is submitted that appears to have been created outside the conventional agency-to-client-to-media marketing structure, as if the entry was created solely for the purpose of winning an award. This type of work is not accepted.

“NEW” CREATIVE

To qualify as new creative, the copy must be completely different from that used in any previous ads. The same headline with different body copy does not qualify. Changing dates, locations, times, savings, etc., does not qualify. The illustration or photography can be the same, but the copy (thrust and content) must be new. Some ads present little or no copy. In the instance of no copy (other than time, location, and other basic information data), an ad with a previously used illustration does not qualify. If questionable, the final decision rests with the local, district and ultimately the national American Advertising Awards Committee (N3AC).

Copyright infringement and/or plagiarism (be it intentional or unintentional) will result in the disqualification and, if applicable, removal of awards from any entry deemed in violation. All entry fees will be forfeited.

DOCUMENTATION

Should a question arise relative to the eligibility or legitimacy of any entry, the entrant agrees by his/her signature on the entry form to furnish the necessary documentation for review by the N3AC. Failure to do so can be grounds for disqualification without refund of entry fees. Decisions on eligibility made by the National American Advertising Awards Committee (N3AC) are final.

ENTRY FEES

Local entry fee information is available on the competition entry website or from your local AAF Ad Club. Since there is often a substantial savings in entry fees for AAF members, you should consider joining your local organization. Some of the benefits of membership include: personal and professional development through regular meetings and workshops, networking opportunities, a voice in legislative issues, and member discounts on business related services.

ALL ENTRIES MUST:

- Meet all eligibility and deadline requirements.
- Be entered in the correct category and be correctly identified.
- Conform to defined submission requirements.
- Conform to all copyright laws.

INVOICE/MANIFEST FORM

After filling out the entry forms, you will be required to sign an Invoice/Manifest Form, listing all of your entries. This form states that by signing below you:

1. Verify that the above information is accurate.
2. Acknowledge that proper rights were obtained for use of any elements of the entry that were not original.
3. Agree to submit documentation deemed necessary for review.
4. Release the entry for Internet, broadcast and/or print (allow reuse of material).
5. Verify that the entry was created within the local MSA of the competition.

HOW TO SUBMIT AND PREPARE ENTRIES

1. Go to AmericanAdvertisingAwards.com and select “Enter Now” to register for your local competition or log in.
2. Click the “Add Entry” box and complete the online entry information for the work you wish to submit. (NOTE: YOU MAY LOG IN AND ADD OR REVISE ENTRIES AT ANY TIME UNTIL YOU HAVE FINALIZED AND SUBMITTED THE ENTRY.)
3. Print out an entry form for each piece. You will find a unique category and entry number label on the form that you will use for identification of each entry.
4. Prepare your entries as follows:
 - Cut out and affix a category and entry number label from the entry form to the back of each corresponding entry.
 - If submitting a campaign or multi-part entry, indicate on each category and entry number label “1 of 2” or “2 of 2,” etc.
 - Attach a category and entry number label where indicated on the upper right hand corner of this insert.
 - Use the envelope provided by your club. Copies of this insert are REQUIRED.
 - Place the entry, two copies of the entry form, and this insert into the envelope. The entry should be facing or readable from one side and the entry form facing or readable from the other.
5. When you have finished entering all of your work into the competition, click “View Manifest.” Print and sign the entry manifest listing all of your entries.
6. Verify that your entries match your entry manifest. Take your entries, your signed entry manifest, and entry fees to your local entry drop-off site on the entry day. To qualify for the member entry rate, your dues must be current.
 - Please check with your club for payment options. Some clubs may allow online payment.

ENTERING 3-D OBJECTS

If a three-dimensional (3-D) item is small enough, it should be placed inside an envelope, as described above. If the item is too large for the plastic envelope:

- Affix the category and entry number label to the bottom of the piece.
- Package the entry for shipment and affix your entry form to the outside of the box.

SUBMISSION OF DIGITAL ENTRIES (NEW THIS YEAR)

Digital entries in the Professional Division of the American Advertising Awards are described as follows:

- Entries in all Online/Interactive categories (#37-47 and 75)
- Entries in all Film, Video & Sound categories (#48-71)
- Entries in select Elements of Advertising categories (#85-98)

Entry submission in these categories may be made entirely online, including submission of creative assets either via digital file uploads or submission of URLs for judging (carefully follow the submission instructions during the online entry process). Completion of the entry process FOR THESE CATEGORIES ONLY requires only the online portion of the process—no physical work samples or entry forms are required for submission. However, for ALL OTHER CATEGORIES, a physical entry form and physical samples of the creative work suitable for judging must be submitted as part of the entry.

ONLINE/INTERACTIVE ADVERTISING

For Websites and all Online/Interactive entries, submit the URL addresses. For multiple URLs in a campaign category entry, create a webpage that contains each of the individual links and provide the single URL to your newly created page, i.e.- http://www.somedomain.com/addy_entries.html. Do not submit a URL that leads directly to a “swf” file.

Judging of online entries will be done online, using the URL whenever possible. URLs should not require any username or password for access. In cases where this already exists, the entrant should create an independent URL. URLs, banners and menus must not contain any references to the entrant.

CAMPAIGN ENTRIES

A SINGLE-MEDIUM CAMPAIGN is no less than two and no more than four total pieces in the entry.

An INTEGRATED CAMPAIGN is defined as a campaign or series of ads, commercials or executions that utilize more than one medium. The American Advertising Awards allows entries in all Integrated Campaign categories to submit up to ten executions for judging. Integrated Campaign entries may be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 90 seconds (digital). Digital summaries must be submitted by uploading the video file during the online entry process. Failure to adhere to these limitations may result in a portion or all of the noncompliant entry to be removed from judging.

SUBMISSION OF ENTRIES

Physical submissions are REQUIRED for all entries in the following divisions: Sales & Marketing, Print Advertising, Out-of-Home & Ambient Media, Cross Platform and Categories 79-84 of Elements of Advertising. This includes submission of a physical copy of the creative work—SUITABLE FOR IN-PERSON JUDGING and two printed copies of the entry form. Failure to comply with these guidelines could result in disqualification. Entries and entry fees should be sent to the address indicated by your local Ad Club competition. All entries become the property of your local Ad Club, district, or the AAF and will not be returned. Do NOT send original or irreplaceable artwork. It will NOT be returned.

FORWARDING OF WINNERS

Only work that has won a Gold ADDY or a Silver ADDY in a local competition will be eligible for entry into the District competition. Only work that has won a Gold ADDY or a Silver ADDY in a District competition will be eligible for entry into the National American Advertising Awards competition.

If your entry wins a Gold ADDY at the local competition, it will be automatically forwarded to the district competition with fees paid by the local AAF Club. Should the entry win Gold again at the district level, it will be forwarded to the national competition with fees paid by the district.

If your entry is awarded a Silver ADDY at the local or district level, you have won the right to compete at the next level of competition and may choose to pay the applicable entry fee in order to be forwarded. You will be contacted with information regarding your entries that qualify to be forwarded to the next level of competition, including entry fees, due dates, and how to submit payment.

2017 CATEGORIES

AMERICAN
ADVERTISING
AWARDS



● CATEGORY CHANGES

SALES & MARKETING

SALES PROMOTION

Product or Service Sales Promotion

- 01A Catalog
- 01B Sales Kit or Product Information Sheets
- 01C Menu
- 01D Campaign

Packaging

- 02A Single Unit
- 02B Campaign

Point of Purchase

- 03A Counter Top
- 03B Free Standing

COLLATERAL MATERIAL

- 04 Stationery Package
- 05 Annual Report

Printed Newsletter

- 06A Single Newsletter
- 06B Campaign

Brochure

- 07A Single Unit
- 07B Campaign

Publication Design

- 08A Cover
- 08B Editorial Spread or Feature
- 08C Cover/Editorial Spread or Feature – Series
- 08D Magazine Design
- 08E Book Design

Special Event Material

- 09A Card, Invitation, Announcement – Single Unit
- 09B Card, Invitation, Announcement – Campaign

DIRECT MARKETING

Direct Mail

- 10A Flat – Single
- 10B Flat – Campaign
- 10C 3D / Mixed – Single
- 10D 3D / Mixed – Campaign

Specialty Advertising

- 11A Apparel
- 11B Other Merchandise
- 11C Campaign

PUBLIC SERVICE

Public Service Collateral

- 12A Brand Elements
- 12B Annual Report (printed or digital)
- 12C Brochure/Sales Kit

Public Service Direct Marketing & Specialty Advertising

- 13A Single Unit
- 13B Campaign

ADVERTISING INDUSTRY SELF-PROMOTION

Collateral

- 14 Brand Elements
- 15 Direct Marketing & Specialty Advertising
- 16 Special Event Materials

PRINT ADVERTISING

MAGAZINE ADVERTISING

- 17A Full Page Or Less – Single Unit
- 17B Spread, Multiple Page or Insert – Single Unit
- 17C Campaign

MAGAZINE SELF-PROMOTION

- 18A Single Unit – Any Size
- 18B Campaign

NEWSPAPER ADVERTISING

- 19A Fractional Page – Single Unit
- 19B Full Page – Single Unit
- 19C Spread or Multiple Page – Single Unit

- 19D Specialty Advertising – Single Unit
- 19E Campaign

NEWSPAPER SELF-PROMOTION

- 20A Single Unit – Any Size
- 20B Campaign

BRANDED CONTENT & ENTERTAINMENT

- 21 Branded Content & Entertainment – Any print medium

PUBLIC SERVICE

- 22 Public Service Print Advertising

ADVERTISING INDUSTRY SELF-PROMOTION

- 23 Advertising Industry Self-Promotion – Print Advertising

OUT-OF-HOME & AMBIENT MEDIA

AMBIENT MEDIA

Guerrilla Marketing

- 24A Single Occurrence
- 24B Campaign

Installations

- 25A Single Installation
- 25B Multiple Installations

Events

- 26A Single Event
- 26B Multiple Events

OUT-OF-HOME

Poster

- 27A Poster – Single Unit
- 27B Poster – Campaign

Outdoor Board

- 28A Flat – Single Unit
- 28B Super-sized, Extension/Dimensional, Digital or Animated – Single Unit

Mass Transit/Airlines

- 29A Interior – Single
- 29B Exterior – Single

Site

- 30A Interior – Single
- 30B Large Venue – Single
- 31 Out-Of-Home Campaign

Out-Of-Home Self-Promotion

- 32A Single Unit
- 32B Campaign

PUBLIC SERVICE

Public Service Out-Of-Home

- 33A Poster
- 33B Out-Of-Home

Public Service Ambient Media

- 34A Single Occurrence
- 34B Campaign

ADVERTISING INDUSTRY SELF-PROMOTION

- 35 Advertising Industry Self-Promotion Out-Of-Home
- 36 Advertising Industry Self-Promotion Ambient Media

ONLINE/INTERACTIVE

WEBSITES

- 37A Consumer
- 37B B-to-B
- 37C Microsites

SOCIAL MEDIA

- 38A Single Platform
- 38B Multiple Platforms

APPS

- 39A Mobile App
- 39B Website Based App
- 39C Games
- 39D Tools & Utilities

ADVERTISING & PROMOTION

- 40 Web Banner Ads
- 41 Website Takeovers
- 42 Email

SYNDICATED CONTENT

- 43 Blogs
- 44 Digital Publications

BRANDED CONTENT & ENTERTAINMENT

- 45 Branded Content & Entertainment for Online/Interactive

PUBLIC SERVICE

- 46A Single Public Service Online/Interactive
- 46B Public Service Online/Interactive Campaign

ADVERTISING INDUSTRY SELF-PROMOTION

- 47 Advertising Industry Self-Promotion Online/Interactive

FILM, VIDEO & SOUND

RADIO ADVERTISING

Radio Advertising – Local

- 48A Single Spot :30 seconds or less
- 48B Single Spot more than :30 seconds
- 48C Campaign

Radio Advertising – Regional/National

- 49A Single Spot :30 seconds or less
- 49B Single spot more than :30 seconds
- 49C Campaign

RADIO SELF-PROMOTION

- 50A Single Spot – Any Length
- 50B Campaign

TELEVISION ADVERTISING

Television Advertising – Local (One DMA)

- 51A Single Spot :15 or less
- 51B Single Spot :30 seconds
- 51C Single Spot :60 seconds or more
- 51D Campaign

Television Advertising – Regional/National

- 52A Single Spot – Up to 2:00
- 52B Campaign

TELEVISION SELF-PROMOTION

Television Self Promotion – Local

- 53A Single Spot – Any Length
- 53B Campaign

TELEVISION SELF-PROMOTION – REGIONAL/NATIONAL

- 54A Single Spot – Any Length
- 54B Campaign

ONLINE FILM, VIDEO AND SOUND

INTERNET COMMERCIAL

- 55A Single Spot – Any Length
- 55B Campaign

PODCAST

- 56A Single Podcast
- 56B Campaign

WEBISODES

- 57A Single Webisode
- 57B Series

BRANDED CONTENT & ENTERTAINMENT

- 58A Single entry :60 seconds or less
- 58B Single entry – more than :60 seconds
- 59 Branded Content & Entertainment For Television
- 60 Branded Content & Entertainment – Non-Broadcast
- 61 Branded Content & Entertainment Campaign

CINEMA ADVERTISING

- 62 Movie Trailer
- 63 In-Theatre Commercials or Slides

SALES PROMOTION

- 64 Audio/Visual Sales Presentation

MUSIC VIDEOS

- 65 Music Video

PUBLIC SERVICE

- 66 Public Service Television
- 67 Public Service Radio
- 68 Public Service Online Film, Video & Sound
- 69 Public Service Non-Broadcast Audio/Visual
- 70 Public Service Campaign

ADVERTISING INDUSTRY SELF-PROMOTION

- 71 Advertising Industry Self-Promotion Film, Video & Sound

CROSS PLATFORM

INTEGRATED CAMPAIGNS

Integrated Advertising Campaigns

- 72A B-to-B Campaign – Local
- 72B B-to-B Campaign – Regional/National
- 72C Consumer Campaign – Local
- 72D Consumer Campaign – Regional/National
- 73 Integrated Brand Identity Campaign – Local or Regional/National
- 74 Integrated Branded Content Campaign – Local or Regional/National

ONLINE/INTERACTIVE CAMPAIGN

- 75 Online/Interactive Campaign

PUBLIC SERVICE

Public Service Campaigns

- 76 Integrated Media Public Service Campaign

ADVERTISING INDUSTRY SELF-PROMOTION

- 77 Ad Club or Marketing Club

Advertising Industry Self-Promotion Campaigns

- 78A Single Medium Campaign
- 78B Integrated Media Campaign

ELEMENTS OF ADVERTISING

COPYWRITING

- 79 Copywriting

VISUAL

- 80 Logo Design
- 81 Infographic

ILLUSTRATION

- 82A Illustration – Single
- 82B Illustration – Series

STILL PHOTOGRAPHY

- 83A Black & White, Single
- 83B Color, Single
- 83C Digitally Enhanced, Single
- 83D Campaign
- 84 Art Direction

FILM & VIDEO

- 85 Cinematography
- 86 Animation or Special Effects
- 87 Video Editing

SOUND

Music

- 88A Music Only
- 88B Music With Lyrics
- 89 Voiceover Talent
- 90 Sound Design

DIGITAL CREATIVE TECHNOLOGY

- 91 Interface & Navigation
- 92 Responsive Design
- 93 GPS & Location Technology
- 94 Augmented Reality
- 95 Mobile Interaction
- 96 User Experience
- 97 Data Driven Media
- 98 Innovative Use of Interactive/Technology