

2011 AAF-HOUSTON ADDY® Awards Category List

(Please note: all changes from Nationals for the 2010-2011 ADDYs are marked in red.)

(Please note: all Local additions for the 2010-2011 ADDYs are marked in blue.)

SALES PROMOTION

Product or Service Sales Presentation

- 1A Catalog
- 1B Sales Kit or Product Info Sheets (See definition for clarification)
- 1C Printed Newsletter
- 1D Menu
- 1E Campaign

Packaging

- 2A Single Unit
- 2B CD, DVD, or VHS
- 2C Campaign

Point-of-Purchase (POP)

- 3A Counter Top, or Attached
- 3B Free-Standing
- 3C Trade Show Exhibit
- 3D Campaign (2 - 4 of categories 1A-3C)

Audio/Visual

- 4 Audio/Visual Sales Presentation

COLLATERAL MATERIAL

Stationery Package

- 5A Flat Printed
- 5B Multiple Process

Annual Report

- 6A Less than four-color
- 6B Four-color

Brochure (See definition for clarification)

- 7A Less than four-color
- 7B Four-color
- 7C Campaign

Publication Design (Magazine or Book)

- 8A Cover
- 8B Editorial Spread or Feature (One editorial spread or feature per entry)
- 8C Series (Covers or spreads or features)
- 8D Magazine Design (Entire Magazine)
- 8E Book Design (Entire Book)

Poster

- 9A Single
- 9B Campaign

Special Event Material

- 10A Card
- 10B Invitation
- 10C Announcement
- 10D Campaign

DIRECT MARKETING

Proof of mailing must accompany the entry. Self-mailer, indicia, envelope, etc. Must be included as proof of usage.

Single (Either **B-to-B** or Consumer)

- 11A Flat
- 11A1 Flat (B-to-B)
- 11A2 Flat (Consumer)
- 11B 3-D
- 11B1 3-D (B-to-B)
- 11B2 3-D (Consumer)

Campaign

- 12A Flat
- 12A1 Flat (B-to-B)
- 12A2 Flat (Consumer)
- 12B 3-D/Mixed
- 12B1 3-D/Mixed (B-to-B)
- 12B2 3-D/Mixed (Consumer)

Specialty Advertising

- 13A Apparel
- 13B Other Merchandise

OUT-OF-HOME

Outdoor Board

- 14A Flat
- 14B Extension/Dimensional
- 14C Digital or Animated
- 14D Super-Sized

- 15 Vehicle Graphic Advertising

Mass Transit/Public Transit/Airlines

- 16A Interior (Inside a mass transit vehicle)
- 16B Exterior (Outside/on a mass transit vehicle)

Site

- 17A Interior Animated (with motion)
- 17B Interior Still or Static
- 17C Exterior Animated (with motion)
- 17D Exterior Still or Static

Campaign

- 18 Out-of-Home Campaign

Out-of-Home Self-Promotion

- 19A Single
- 19B Campaign

NON-TRADITIONAL ADVERTISING

(See definition for clarification and submission requirements)

- 20A Single
- 20B Campaign

CONSUMER OR TRADE PUBLICATION

Fractional Page

- 21A Less than four-color
- 21A1 Less than four-color (B-to-B)
- 21A2 Less than four-color (Consumer)
- 21B Four-color
- 21B1 Four-color (B-to-B)
- 21B2 Four-color (Consumer)

Full Page

- 22A Less than four-color
- 22A1 Less than four-color (B-to-B)
- 22A2 Less than four-color (Consumer)
- 22B Four-color
- 22B1 Four-color (B-to-B)
- 22B2 Four-color (Consumer)

Spread, Multiple Page or Insert

- 23A Less than four-color
- 23A1 Less than four-color (B-to-B)
- 23A2 Less than four-color (Consumer)
- 23B Four-color
- 23B1 Four-color (B-to-B)
- 23B2 Four-color (Consumer)

Campaign (2-4 of the above)

- 24A Less than four-color
- 24A1 Less than four-color (B-to-B)
- 24A2 Less than four-color (Consumer)
- 24B. Four-color
- 24B1 Four-color (B-to-B)
- 24B2 Four-color (Consumer)

Magazine Self-Promotion

- 25A Single
- 25B Campaign (2-4 of the above)

NEWSPAPER

Fractional Page

- 26A Black and White
- 26B Color (any color besides black)

Full Page

- 27A Black and White
- 27B Color (any color besides black)

Spread or Multiple Page

- 28A Black and White
- 28B Color (any color besides black)

Newspaper Specialty Advertising

- 29A Single Insert (of any type)
- 29B Poly Bag/Wrapper

Campaign

- 30A Black and White
- 30B Color (any color besides black)

Newspaper Self-Promotion

- 31A Single
- 31B Insert
- 31C Campaign (2-4 of the above)

INTERACTIVE MEDIA(See extended definitions for each category. Includes Social Media Websites.)

Websites, B-to-B Flash

- 32A Products
- 32A1 Products (Under \$50K)
- 32A2 Products (Over \$50K)
- 32B Outlets
- 32B1 Outlets (Under \$50K)
- 32B2 Outlets (Over \$50K)
- 32C Services
- 32C1 Services (Under \$50K)
- 32C2 Services (Over \$50K)

Websites, B-to-B HTML/Other

- 33A Products
- 33A1 Products (Under \$50K)
- 33A2 Products (Over \$50K)
- 33B Outlets
- 33B1 Outlets (Under \$50K)
- 33B2 Outlets (Over \$50K)
- 33C Services
- 33C1 Services (Under \$50K)
- 33C2 Services (Over \$50K)

Websites, Consumer Flash

- 34A Products
- 34A1 Products (Under \$50K)
- 34A2 Products (Over \$50K)
- 34B Outlets
- 34B1 Outlets (Under \$50K)
- 34B2 Outlets (Over \$50K)
- 34C Services
- 34C1 Services (Under \$50K)
- 34C2 Services (Over \$50K)

Websites, Consumer HTML/Other

- 35A Products
- 35A1 Products (Under \$50K)
- 35A2 Products (Over \$50K)
- 35B Outlets
- 35B1 Outlets (Under \$50K)
- 35B2 Outlets (Over \$50K)
- 35C Services
- 35C1 Services (Under \$50K)
- 35C2 Services (Over \$50K)

Online

- 36A Banners/Pop-Ups/Screensavers
- 36A1 Banners/Pop-Ups/Screensavers (GIF or Flash)
- 36A2 Banners/Pop-Ups/Screensavers (Rich Media)
- 36B Email/E-Cards
- 36B1 Email/E-Cards (B-to-B)
- 36B2 Email/E-Cards (Consumer)
- 36C Micro or Mini Site
- 36C1 Micro or Mini Site (Under \$25K)
- 36C2 Micro or Mini Site (Over \$25K)
- 36D Online Games
- 36E Online Newsletter
- 36E1 Online Newsletter (B-to-B)
- 36E2 Online Newsletter (Consumer)
- 36F Online Annual Report

- 36G Podcasts
- 36H Mobile Marketing (Text Messaging)
- 36H1 Mobile Marketing (Text Messaging)
- 36H2 Mobile Marketing (Websites)
- 36I Internet Commercials (Run on the Internet)
- 36J Webisodes
- 37 Web/Online Campaign (2 - 4 of the above)
- 37A Web/Online Campaign (2 - 4 of the above) (B-to-B)
- 37B Web/Online Campaign (2 - 4 of the above) (Consumer)

Interactive Multimedia (CD/DVD)

- 38A B-to-B
- 38B Consumer
- 38C Interactive Multimedia Campaign

RADIO

Local (one metro)

- 39A :30
- 39A1 :30 (Production Value Less Than \$500)
- 39A2 :30 (Production Value \$ 500-\$1,499)
- 39A3 :30 (Production Value \$1,500-\$2,499)
- 39A4 :30 (Production Value \$2,500-\$4,499)
- 39A5 :30 (Production Value \$5,000-\$9,999)
- 39A6 :30 (Production Value \$10,000 +)

- 39B :60 or more
- 39B1 :60 or more (Production Value Less Than \$500)
- 39B2 :60 or more (Production Value \$ 500-\$1,499)
- 39B3 :60 or more (Production Value \$1,500-\$2,499)
- 39B4 :60 or more (Production Value \$2,500-\$4,499)
- 39B5 :60 or more (Production Value \$5,000-\$9,999)
- 39B6 :60 or more (Production Value \$10,000 +)

40 Local Campaign

- 40A1 Local Campaign (Production Value Less Than \$500)
- 40A2 Local Campaign (Production Value \$ 500-\$1,499)
- 40A3 Local Campaign (Production Value \$1,500-\$2,499)
- 40A4 Local Campaign (Production Value \$2,500-\$4,499)
- 40A5 Local Campaign (Production Value \$5,000-\$9,999)
- 40A6 Local Campaign (Production Value \$10,000 +)

Regional/National

- 41A :30
- 41B :60 or more
- 42 Regional/National Campaign

Radio Self-Promotion

- 43A Single
- 43B Campaign

TELEVISION (TV)

Local (one DMA)

- 44A :15 or less
- 44A1 :15 or less (Production Value Less Than \$500)
- 44A2 :15 or less (Production Value \$ 500-\$1,499)
- 44A3 :15 or less (Production Value \$1,500-\$2,499)
- 44A4 :15 or less (Production Value \$2,500-\$4,499)
- 44A5 :15 or less (Production Value \$5,000-\$9,999)
- 44A6 :15 or less (Production Value \$10,000 +)
- 44B :30

- 44B1 :30 (Production Value Less Than \$500)
- 44B2 :30 (Production Value \$ 500-\$1,499)
- 44B3 :30 (Production Value \$1,500-\$2,499)
- 44B4 :30 (Production Value \$2,500-\$4,499)
- 44B5 :30 (Production Value \$5,000-\$9,999)
- 44B6 :30 (Production Value \$10,000 +)
- 44C :60 or more
- 44C1 :60 or more (Production Value Less Than \$500)
- 44C2 :60 or more (Production Value \$ 500-\$1,499)
- 44C3 :60 or more (Production Value \$1,500-\$2,499)
- 44C4 :60 or more (Production Value \$2,500-\$4,499)
- 44C5 :60 or more (Production Value \$5,000-\$9,999)
- 44C6 :60 or more (Production Value \$10,000 +)

45 Campaign

- 45A1 Campaign (Production Value Less Than \$500)
- 45A2 Campaign (Production Value \$ 500-\$1,499)
- 45A3 Campaign (Production Value \$1,500-\$2,499)
- 45A4 Campaign (Production Value \$2,500-\$4,499)
- 45A5 Campaign (Production Value \$5,000-\$9,999)
- 45A6 Campaign (Production Value \$10,000 +)

TV Self-Promotion, Local (one DMA)

- 46A Single
- 46B Campaign

Regional/National TV, Single Spots (See extended definitions for each category)

- 47A Consumer Products
- 47B Consumer Outlets
- 47C Consumer Services

Regional/National TV Campaign (See extended definitions for each category)

- 48A Consumer Products
- 48B Consumer Outlets
- 48C Consumer Services
- 49 Infomercials

Cinema Advertising

- 50A Movie Trailers
- 50B In-Theatre Commercials or Slides

MIXED MEDIA

(Cross Platform) Campaign

(These categories also include integrated branding campaigns.)

- 51 B-to-B, Local
- 52 B-to-B, Regional/National
- 53 Consumer, Local
- 54 Consumer, Regional/National

ADVERTISING FOR THE ARTS & SCIENCES

Collateral

- 55A Stationery Package
- 55B Annual Report
- 55C Brochure/Sales Kit
- 55D POP or POS Materials (Other than Poster)
- 55E Poster
- 55F Newsletter
- 55G Cards, Invitations or Announcements (Special Event Material)

Print

- 56A Magazine

56B Newspaper

Broadcast/Electronic

- 57A TV
- 57B Radio
- 57C Audio/Visual
- 57D Interactive
- 58 Out-of-Home
- 59 Non-Traditional (See definition for clarification)
- 60 Direct Marketing, Specialty Items

Campaign

- 61A Single Medium Campaign (for categories 55-60)
- 61B Mixed/Multiple Media Campaign (for categories 55-60)

PUBLIC SERVICE

Collateral

- 62A Stationery Package
- 62B Annual Report
- 62C Brochure/Sales Kit
- 62D POP or POS Material (Other than Posters)
- 62E Poster
- 62F Newsletter
- 62G Cards, Invitations or Announcements(Special Event Material)

Print

- 63A Magazine
- 63B Newspaper

Broadcast/Electronic

- 64A TV
- 64B Radio
- 64C Audio/Visual
- 64D Interactive
- 65 Out-of-Home
- 66 Non-Traditional (See definition for clarification)
- 67 Direct Marketing, Specialty Items

Campaign

- 68A Single Medium Campaign (for categories 62-67)
- 68B Mixed/Multiple Media Campaign (for categories 62-67)

ADVERTISING INDUSTRY SELF-PROMOTION

Creative Services and Industry Suppliers (Agency, Design Studio, Freelancer, Graphic Designer, Interactive Developer, Paper Companies, Printers, Advertising Specialty Companies, Color Separation Houses, Photographers, Video/Film and Audio Production Houses, etc.)

- 69A Collateral (brochures, posters, etc.)
- 69B Stationery Package
- 69C Print
- 69D Newsletter, **Printed**
- 69E Newsletter, Online**
- 69F Broadcast (Demo Reels go in this category)
- 69G Interactive
- 69H Out-of-Home
- 69I Non-Traditional (See definition for clarification)
- 69J Direct Marketing/Specialty Items
- 69K Cards, Invitations or Announcements (Special Event Material)
- 70. Ad Club or Marketing Club
- 71A Single Medium Campaign (for categories 69-70)

71B Mixed/Multiple Media Campaign (for categories 69-70)

ELEMENTS OF ADVERTISING

72 Logo

Illustration

73A Single

73B Illustration Campaign

Photography

74A Black and White

74B Color

74C Digitally Enhanced

74D Photo Campaign

Animation or Special Effects

75A Animation or Special Effects (Video, Film)

75B Animation or Special Effects (Internet)

Sound

76A Music Only

76B Music with Lyrics

76C Sound Design

Cinematography

77 Cinematography

Houston Local Only

99 Hall of Fame

100 Green Advertising

101 Editing

STUDENT CATEGORIES

SALES PROMOTION

1A Packaging

1B Point of Purchase

COLLATERAL MATERIAL

2A Stationery Package

2B Brochure, Annual Report

2C Poster

3 DIRECT MARKETING

4 OUT-OF-HOME

5 NON-TRADITIONAL ADVERTISING

CONSUMER OR TRADE PUBLICATION

6A Single

6B Campaign (2 - 4 ads)

NEWSPAPER

7A Ad

7B Insert

7C NP Ad or Insert Campaign (2 - 4 ads)

INTERACTIVE MEDIA

8A Website

8B Interactive CD/DVD

8C Online Advertising (Pop-Up/Banner/Email/Other)

EDITORIAL DESIGN

Any two-page spread. One editorial spread or feature per entry. Not intended for submission of entire book or magazine.

9A Cover

9B Editorial Spread or Feature (One editorial spread or feature per entry)

9C Series (Covers or spreads or features)

10 RADIO

11 TELEVISION

12. CAMPAIGNS (Mixed Media)

ELEMENTS OF ADVERTISING

13A Logo

14A Illustration

14B Digitally Enhanced Illustration

15A Photography

15B Digitally Enhanced Photography

16 Animation