



2012 AAF-HOUSTON ADDY® Awards Student Category List

(Please note: all changes from Nationals for the 2011-2012 ADDYs are marked in red.)
(Please note: all Local additions for the 2011-2012 ADDYs are marked in blue.)

STUDENT CATEGORIES

SALES PROMOTION

- 1A Packaging
- 1B Point of Purchase

COLLATERAL MATERIAL

- 2A Stationery Package
- 2B Brochure, Annual Report
- 2C Poster
- 2D **Poster Campaign**
- 2E **Editorial Design Cover**
- 2F **Editorial Design Spread of Feature**
- 2G **Editorial Design Series (2 – 4 of the above) (for categories 2E-F)**

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 – Fractional Page or Full Page
- 7B Insert
- 7C Newspaper Ad or Insert Campaign (2 - 4 ads)

INTERACTIVE MEDIA

- 8A Website
- 8B Interactive CD/DVD
- 8C Online Advertising (Pop-Up/Banner/Email/Other)
- 8D **Social Media**
- 8E **Mobile Apps**

RADIO

- 9A **Single**
- 9B **Campaign**

TELEVISION

- 10A **Single**
- 10B **Campaign**

MIXED MEDIA

- 11 **Mixed Media Campaign**

ELEMENTS OF ADVERTISING

- 12A **Logo**
- 12B **Illustration**
- 12C **Digitally Enhanced Illustration**
- 12D **Photography**
- 12E **Digitally Enhanced Photography**
- 12F **Animation**