



2012 AAF-HOUSTON ADDY® Awards Expanded Student Category List With Definitions

(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.)

SALES PROMOTION

Printed promotional materials for products and services whose distribution comes from means other than traditional mass media.

1A Packaging. The container, cover or wrapping for a product (includes Single Unit, CD, DVD, VHS and Game covers).

1B Point of Purchase. Promotional advertising or display unit that attends the product or service at the specific sale location. (Includes Counter top, Free-Standing, and Trade Show exhibit.)

COLLATERAL MATERIAL

2A Stationery Package. May contain one or more pieces of letterhead, envelope and/or business cards. Any number of inks may be used.

2B Brochure or Annual Report. A brochure is defined as a multiple page/panel piece (usually bound/folded) that advertises, presents and/or describes the advantages, capabilities, worth and/or reasons to buy a product or service. Annual reports are yearly communication pieces, usually with financial data, intended primarily for stockholders or members as a statement or record of a company's or organization's annual performance or status.

2C Poster. A single sheet, advertising or promotional piece intended for mounting and display for a product, service or event. Does not include point-of-purchase materials, or any signage that is eligible in the Out-of-Home category.

2D Poster Campaign. Two to four posters for the same client, with a common theme.

2E Editorial Design Cover. Layout and design of the exterior of a magazine or book.

2F Editorial Design Spread or feature. Any two-page spread. One editorial spread or feature per entry. Not intended for submission of entire book or magazine.

2G Editorial Design Series. Two to four covers and/or spreads and/or features from consecutive issues. Please mark spreads to be judged.

DIRECT MARKETING

Anything that can be mailed via USPS or delivered via special courier (private, FedEx, etc.) with the purpose of eliciting, provoking or effecting a consumer reaction (response card, phone number to call, order form, sale/event dates, etc.) should be entered here. Also includes single sheets or multiple pieces, and the container and its contents including "pop-ups" that might mail flat, but take on dimension in their final forms. Entries could include some element/item (other than paper) as part of the marketing message (premium item, baseball, ink pen, etc.) which is included as PART of the message. Specialty Advertising and/or promotional items with advertising messages, apparel and other gift items can be entered here.

3 Direct Marketing

OUT-OF-HOME

The outdoor display of advertising messages, notices or events, commonly associated with standardized wooden or metal structures, that are delivered to mass (outdoor) audiences on sidewalks, streets, roadways, etc. This category also includes Vehicle Graphic Advertising defined as impressions/messages that are displayed to the public, usually via the use of panels on the side, front, back, top or bottom of vehicles (cars, trucks, wagons, etc.). Includes advertiser identification and/or promotional messages and vehicle wraps. Mass Transit/Public/Airline advertising should be placed in this category as well and is defined as advertising of the poster or banner variety displayed via panels or inserts inside and/or outside public transportation vehicles (airplanes, bus, train/rail, street car, subway, taxi, etc.).

4 Out-of-Home



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NON-TRADITIONAL ADVERTISING

Also defined as alternative, buzz, grassroots, guerilla, viral or word-of-mouth advertising. It is generally defined as an unconventional way of performing advertising and/or promotional activities. Examples of non-traditional advertising would be advertising on window clings, street stickers and stencils. It can also include wild postings, telephone poles, or tattoo advertising. Please note that some entries entered into this category may fit into a traditional category and will be moved to the appropriate category. Include a short paragraph describing the event or how the entry did (or could) appear.

5 Non-Traditional Advertising

CONSUMER or TRADE PUBLICATION

Frequency of publication may be annually, bi-annually, quarterly, monthly, weekly, etc. Consumer Publications is advertising that appears in periodic publications whose circulation/distribution is made to the general public, and/or an unspecified target audience. Trade Publications is advertising that is placed in periodic publications whose primary circulation/distribution is aimed at a specific trade or industry target audience (dealers, distributors, jobbers, manufacturers, etc.) within the various Standard Industrial Classification (SIC) codes.

6A Single. Fractional page or Full page

6B Campaign. Two to four ads for the same client, with a common theme. May be placed in the same publication issue, in separate issues of the same publication, or in issues of other trade or consumer publications.

NEWSPAPER

Advertising that is placed/run in publications whose primary purpose is to inform the public about current events or issues on a daily or weekly schedule basis.

7A Ad. Fractional page or Full page.

7B Insert. Defined as brand promotion/advertisements, typically supplied in unbound booklets and delivered via the newspaper. Could include die cuts, mini booklets, magnets, "post-it" promotions, calendars and flat sample packs distributed to the home by means other than direct mail.

7C Newspaper Ad or Insert Campaign.
(2 - 4 of the above)

INTERACTIVE MEDIA

8A Website

8B Interactive Multi-Media (CD/DVD)

8C Online Advertising. Pop-Up, banner, email, micro or mini site, online game, online newsletter, podcast, mobile marketing, internet commercial and webisodes.

8D Social Media

8E Mobile Apps. Interactive programs created expressly as applications for use on mobile devices such as smart phones and tablets. To be eligible as an ADDY Awards entry, apps must advertise a product or service. In order to be judged, the functionality and design of the entry should be demonstrated on video DVD or online as a hyperlink.

RADIO

Radio advertising is defined as commercial audio (only) messages conveyed to the prospective/target consumer public by the seller of a product or service via wireless (radio) transmission.

9A Single

9B Campaign. (Two – four commercials, of any length, with the same theme.)

TELEVISION

Commercial audio and video messages conveyed to the prospective/target consumer public by the seller of a product or service via a broadcast, cable or satellite transmission.

10A Single

10B Campaign. (Two – four commercials, of any length, with the same theme.)



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MIXED MEDIA CAMPAIGN

A Mixed Media Campaign has two or more executions spread over two or more media. There must be a minimum of two media used, but no more than six. There can be no more than four pieces per medium, with a maximum number of nine total pieces in the entry.

11 **Mixed Media Campaign**

ELEMENTS OF ADVERTISING

The goal of this category is to recognize creative execution of individual components that could be comprised within an advertising entry. For print entries, a sample of use should be included if applicable. When submitting a logo, if the type of company is not evident, it is recommended that a brief description be included on the entry form explaining the type of business the logo represents.

12A Logo. An icon, symbol, or trademark designed to represent a product, service or organization

12B Illustration. Flat or Dimensional with any number of colors

12C Digitally Enhanced Illustration. A sample of the original illustration(s) MUST be supplied for proper judging.

12D Photography. Black and White and/or Color

12E Digitally Enhanced Photography. Photographic images whose content has been digitally altered to create a new image (often an image not possible using traditional photo techniques). Utilitarian photo retouching, color correcting or photo editing alone does not qualify an image for this category. A sample of the original photo(s) MUST be supplied for proper judging.

12F Animation. Animation or Special Effects in Video, Film or Internet