



# ADDY<sup>®</sup>

THE CREATIVE SPIRIT OF ADVERTISING

**RULES & CATEGORIES**  
**2010/2011**



AMERICAN ADVERTISING FEDERATION  
THE UNIFYING VOICE FOR ADVERTISING™



# ADDY<sup>®</sup>

THE CREATIVE SPIRIT OF ADVERTISING

## The American Advertising Federation ADDY<sup>®</sup> Awards

The ADDY Awards is the advertising industry's largest and most representative competition, attracting over 50,000 entries every year in local ADDY competitions. The mission of the ADDY competition is to recognize and reward creative excellence in the art of advertising.

Conducted annually by the American Advertising Federation (AAF), the local ADDY Awards is the first of a three-tier, national competition. Concurrently, all across the country, local entrants vie for recognition as the very best in their markets. At the second tier, local winners compete against other winners in one of 14 district competitions. District winners are then forwarded to the third tier, the national ADDY Awards competition. **Entry in your local ADDY competition is the first step toward winning a national ADDY.**

Entering the ADDY competition supports our entire industry, because the AAF and its local and district affiliates use the proceeds to enhance advertising through programs such as public service, internships, advocacy groups, advertising education, and consumer awareness.

Selection of the most creative entry in each category is effected by a scoring process in which a panel of judges evaluate 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 competition. 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.

The Student ADDY Awards is also a three-tier national competition, which is sponsored by the AAF and National Ad 2. Occurring in conjunction with the prestigious ADDY Awards, the Student ADDY Awards recognize and reward creative excellence by students. Information on entering the Student ADDY Awards may be found on page 21.

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.

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





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for the  
2010-2011  
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**How to Enter**

Visit [www.addycompetition.com](http://www.addycompetition.com) and click on “Enter” to enter the ADDYs. You will be directed to the competition site and login 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 ADDY show.

**Deadlines**

Local deadline information is available from your local AAF Chapter. After preparing your entries in the manner outlined in this guide, deliver your entries, before the deadline, to the location indicated. Since you must enter your local ADDY competition to be eligible for district competition, 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, 2010. With the exceptions of Public Service Advertising, Advertising for the Arts, and Advertising Industry Self Promotion categories, work entered must have been the result of paid creative services and media placement in the normal course of business (excluding student entries). Entries must be submitted in the CBSA, DMA or MSA of the entrant (as defined by Arbitron or Nielsen for your local market). In the event that there are entrants located in markets not served by a local ADDY 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. Additional geographic considerations are covered on page 10. For Student eligibility requirements refer to Page 21.

**Entry Fees**

Local entry fee information is available on the website, or from your local AAF Chapter. 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.
- Include a completed and signed manifest form.
- Conform to defined submission requirements.
- Conform to all copyright laws.

## Manifest Form

After filling out the entry forms, you will be required to sign a 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.

# Category List

## 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 B2B or Consumer)

- 11A Flat
- 11B 3-D

### **Campaign**

- 12A Flat
- 12B 3-D/Mixed

### **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
- 21B Four-color

### **Full Page**

- 22A Less than four-color
- 22B Four-color

### **Spread, Multiple Page or Insert**

- 23A Less than four-color
- 23B Four-color



### **Campaign**

- 24A Less than four-color
- 24B. Four-color

### **Magazine Self-Promotion**

- 25A Single
- 25B Campaign

## **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

## **INTERACTIVE MEDIA**

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

### **Websites, B-to-B Flash**

- 32A Products
- 32B Outlets
- 32C Services

### **Websites, B-to-B HTML/Other**

- 33A Products
- 33B Outlets
- 33C Services

### **Websites, Consumer Flash**

- 34A Products
- 34B Outlets
- 34C Services

### **Websites, Consumer HTML/Other**

- 35A Products
- 35B Outlets
- 35C Services

### **Online**

- 36A Banners/Pop-Ups/Screensavers
- 36B Email/E-Cards
- 36C Micro or Mini Site
- 36D Online Games
- 36E Online Newsletter

### **36F Online Annual Report**

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

### **Interactive Multimedia (CD/DVD)**

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

## **RADIO**

### **Local (one metro)**

- 39A :30
- 39B :60 or more
- 40 Local Campaign

### **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
- 44B :30
- 44C :60 or more
- 45 Campaign

### **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 POPS Material (Other than Posters)
- 62E Poster
- 62F Newsletter
- 62G Cards, Invitations or Announcements

### **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

### **Campaign**

- 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
- 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



## Entry Submission

### **Black board or foam board mounting of physical entries is no longer accepted.**

Instead, physical entries must be placed inside an appropriately-sized envelope. The NAC recommends **transparent, plastic envelopes** found in most office supply stores and catalogs. Manila-type envelopes may also be used.

If a transparent, plastic envelope is used, insert the two copies of the entry form securely inside the envelope behind the physical entry. The entry should be facing or readable from one side and the entry form facing or readable from the other. Firmly affix the entry number to the **BACK** of the entry.

If a manila-type envelope is used, the entry number label should be attached to the **BACK** of the entry. Spray-mount the entire entry form and attach to the front of the envelope. Insert a copy of the entry form inside the envelope.

If a three-dimensional (3-D) item is small enough, it should be placed inside an envelope, as described above. The entry number label should be securely attached to the bottom of the entry. Insert two copies of the entry form inside the envelope. (If the entry is likely to tear the envelope when removing and replacing it, choose the method listed below.)

When a three-dimensional (3-D) item is oversized and too large to fit inside an envelope, enclose the item inside an appropriately-sized box. Secure the entry number to the top of the box in the upper right hand corner. An entry number label should be affixed to the bottom of the piece for identifying. Spray-mount the entry form to the bottom of the box and place a second copy of the entry form inside the box.

Campaign entries may be handled in the same manner as above, placing the campaign inside an appropriately sized envelope. Label each piece with an entry number on the back in the upper right hand corner. Indicate on each label "1 of 2" or "2 of 2", etc. Include an extra copy of the entry form inside the envelope.

All components of a Mixed Media campaign must be entered together in an appropriately sized envelope. Label each component with an entry number and include the total components for each campaign, (1 of 9, 2 of 9, 3 of 9, etc.)

Firmly affix an entry form to the front of the envelope and place an additional entry form inside the envelope.

## Entry Identification

Detach the category and entry number labels from the entry form generated when you submitted your entry information online. The entry number must be firmly affixed in the upper right corner on the back of all entries which are in envelopes. In clear plastic or transparent envelopes, place two copies of the entire entry form into the envelope. In the case of entries that require DVDs or CDs, affix the label on the container or sleeve. **DO NOT affix labels to the actual face of the CD or DVD.** Label each component of a Mixed Media Campaign in a similar fashion. No information identifying the entrant should appear on the face of an entry. Submission of entries acknowledges the right of the AAF to use them for publication, exhibition and marketing of the ADDY show.

## Campaign Entries

A **SINGLE MEDIUM** campaign is no less than two and no more than four total pieces in the entry. A **MIXED/MULTIPLE 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.

## Broadcast, Audio Visual or Computer Presentation Entries

**The only accepted format for video and television entries is DVD. Be sure that submitted DVDs will play on a consumer DVD player.** If the entry cannot be played on a consumer DVD player, it is subject to disqualification. When a DVD contains multiple spots, as in a campaign, include a navigation tool. If the entry is a single spot or video, the DVD should be created to auto-play. Entries must be "viewing copy only" and contain no color bars, tones or slates. **Audio CDs are the only accepted audio format. No AIFF, MP3, WMV or WAV files.**

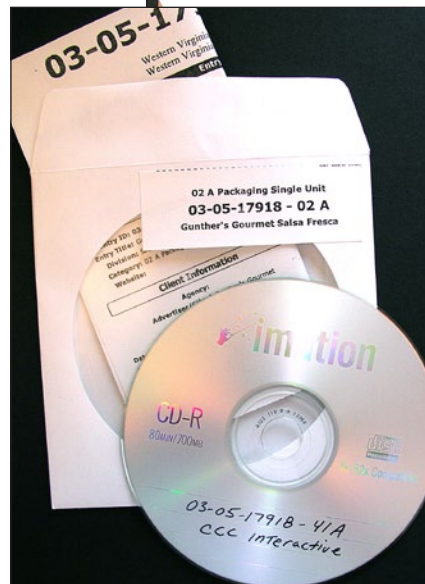
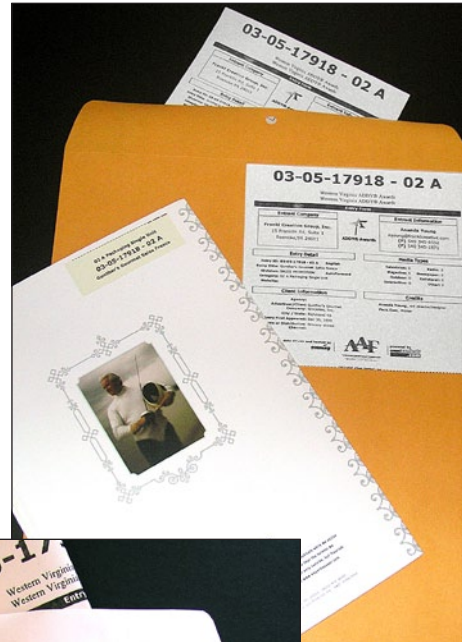
Use a separate CD/DVD for each single entry. For campaign entries, include all components on one CD/DVD. Label each case with the entry number on the front right hand corner of the case. Place entries inside an appropriately sized transparent plastic envelope. Insert two copies of the entry form inside the envelope. Also, write the entry number and title on the CD/DVD face with permanent, CD safe pen. For campaign entries, indicate the number of spots in the campaign. **DO NOT** affix labels to the actual face of the CD or DVD.

Video sales presentations and infomercial entries must submit an edited representative content of **NO MORE THAN five minutes in length**. Transfer all Sales Presentation entries to DVD.

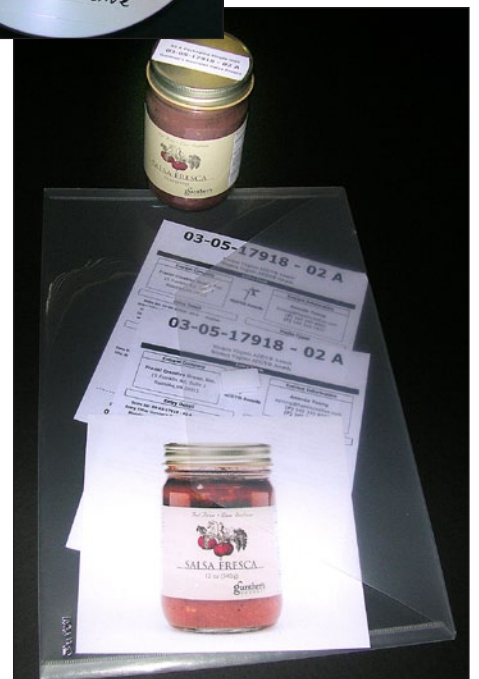
## Internet/Interactive Media

For Website and all online 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](http://www.somedomain.com/addy_entries.html). Do not submit a URL that leads directly to a “swf” file. In addition, it is required that you submit a printed, 8.5 x 11” color screenshot of the homepage, pop-up banner, email, e-card, etc. and a CD (Mac OS or PC compatible) of the site/entry. Designate on the entry which OS is used. Place all of the entry into an appropriately sized envelope (or CD sleeve) and affix the entry number on the front of the CD case. Insert two copies of the entry form inside the envelope. The CD is to be used only in emergency situations when Internet access or unexpected hosting situations make viewing the actual site online impossible. Judging 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. In the event that a site is database driven, please indicate this on the entry as explanation for lack of a CD being included. For Disk-Based Sales Packages, submit on CD/DVD. Do not submit executable files that will attempt to install a program on the judging computer(s). Executable files cannot be judged and will be disqualified without reimbursement of entry fees.

Here are some samples of how you should package your entry. More info on page 23.



Note the CD has the entry number on it with a felt tip marker.



## Shipment of Entries

Entries and entry fees should be sent to the address indicated by your local competition. All entries become the property of your local 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 ADDY competition will be eligible for entry into the District competitions. Only work that has won a Gold ADDY or a Silver ADDY in a District ADDY competition will be eligible for entry into the National ADDY competition.

## Auto-Forwarding

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 Chapter. 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, entry fees, due dates and how to submit payment.

**The rules, divisions and categories defined here serve as the official policy for the AAF ADDY competition and replace all others from previous competitions. The name ADDY Awards, ADDY and the trophy to which this name refers are protected by a registered trademark owned by the American Advertising Federation. The AAF competition rules, category format and the ADDY Awards competition name should be used at all levels of the competition.**

## “Real” Advertising

The expressed intent of the ADDY 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. All entries, with the exceptions of Public Service Advertising, Advertising for the Arts and Industry Self-Promotion, must have paid for the creative services and media placement in the normal course of business.

## “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 ADDY Committee (NAC).

## 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 National ADDY Committee. Failure to do so can be grounds for disqualification without refund of entry fees.

## Judging Procedures

Judging will be conducted in accordance with the guidelines found on the aaf.org website. Decisions of judges and the NAC, including eligibility, qualifications and appropriate category placements, are final.

## Geographic Considerations

Entries may be entered into only one local ADDY Awards competition, which is determined by the location of the agency at which the work was created. In addition, the piece MUST be entered under the Geographic Considerations of the entrant. In Elements of Advertising, entries may only be entered in the CBSA, DMA or MSA in which it was created by the original creator of the work, not the agency who commissioned the work. If an affiliated competition does not exist in the CBSA, DMA or MSA, the district will direct the entrant to the nearest affiliated competition. {Although not recommended, the entrant, if other than the agency/creator, may choose to enter the work on behalf of the creator (examples include, but are not limited to: photographers, illustrators, printers, production companies or client). In this case, the entrant's address will determine into which local show the work is entered. It is important, however, that the parties communicate to ensure the work is entered and eligible in only one market. Should a conflict arise and work is entered without knowledge in two markets, the NAC defers to the rights of the creator in all cases.}

## Special Awards

The NAC recommends that local and district shows not allow work entered in the Industry Self-Promotion or Public Service Categories to be eligible for Best of Show consideration. The NAC suggests the creation of local, district and national Public Service Special Judges Award.

The NAC has revised the suggested method for selection of best copywriting and best art direction in the show. These are no longer specific categories. Instead the NAC suggests that local and district shows charge their judges to select the best copywriting and best art direction from all Gold ADDY winning entries in the show. These pieces should receive special judges awards or Gold ADDYs as such.

## Mosaic ADDY Award

The National ADDY Committee is committed to recognizing advertising which promotes diversity and issues related to multiculturalism. At the national ADDY level, all Gold and Silver winning pieces will be screened for relevance to these issues. The most exceptional piece(s)

will be eligible for selection by judges to receive a special Mosaic ADDY. The NAC strongly encourages local and district ADDY shows to adopt this policy.

Special Awards, such as Public Service, Mosaic, copywriting and art direction do NOT have to be Gold ADDY or Silver ADDY winners to be considered for a special award.

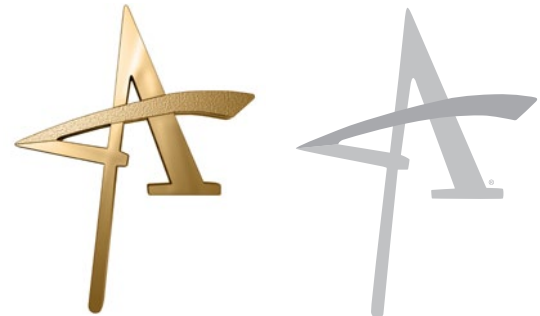
# ADDY<sup>®</sup>

THE CREATIVE SPIRIT OF ADVERTISING

S T U D E N T

# ADDY<sup>®</sup>

THE FUTURE OF ADVERTISING



# AAF

AMERICAN ADVERTISING FEDERATION  
THE UNIFYING VOICE FOR ADVERTISING™

# NATIONAL Ad2

YOUNG PROFESSIONALS IN ADVERTISING



# MOSAIC

The Value of Multiculturalism  
AMERICAN ADVERTISING FEDERATION



# Expanded Category List With Definitions

## SALES PROMOTION

### **Product or Service Sales Presentation.**

Printed promotional materials for products and services whose distribution comes from means other than traditional mass media. Given the nature of these categories, it is advised that a pocket be constructed and inserted into the envelope so that the entry is secured, but can be easily removed.

**1A Catalog.** A printed piece - usually a booklet, folder or brochure to sell products or services via a "call for action" and a procedure for ordering and/or buying.

**1B Sales Kit or Product Information Sheets.** An informational package (folder, binder, envelope, box, etc.), usually with multiple inserts/sheets designed to advance the sale of a product/service and could include: the entire sales kit, container and inserts; the container wrapping itself; or one or more of the sales sheets, minus the container. If you enter a piece in this category, you may not enter it in the Brochure category (7 A, B or C). You must choose one or the other, but not both. If there are additional pieces included to make a brochure a sales kit, then it can be entered into both.

**1C Printed Newsletter.** A printed editorial communications device (single or multiple page), including house magazines, published more than twice a year, with distribution to a specific audience (usually internal) including news or updated information. Newsletters for Advertising for the Arts, Public Service and Industry Self Promotion should not be entered here, but into their respective categories.

**1D Menu.** A list of options available to a diner, shopper, user, etc.

**1E Campaign.** (2 - 4 of the above).

**Packaging.** The container, cover or wrapping for a product.

**2A Single Unit**

**2B CD, DVD, or VHS.** Includes game covers.

**2C Campaign.** (2 - 4 of the above).

**Point-of-Purchase (POP).** Promotional advertising or display unit that attends the product or service at the specific sale location.

**3A Counter Top or Attached.** A POP piece that requires additional support or elevation for proper product or service presentation, including product hangtags.

**3B Free-Standing.** Self-contained unit or device that requires no additional support or elevation for proper product or service presentation.

**3C Trade Show Exhibit.** The collective visual presentation or package designed to attract consumer prospects to a display exhibit (room or booth). Judging is directed to the total package of the exhibit.

**3D Campaign.** (2 - 4 Sales Promotion pieces from categories 1A - 3C)

## Audio/Visual

**4 Audio/Visual Sales Presentation.** Any advertising, promotional and/or marketing message that is conveyed via the use of videotape, audio track, film, or computer usually designed for and directed to specific and/or limited audiences. **Entry must be edited to no more than five minutes in length and transferred to CD/DVD.**

## COLLATERAL MATERIAL

All collateral material for Advertising for the Arts, Public Service and Industry Self Promotion should be entered into their respective categories and are not eligible in any other category.

## Stationery Package

**5A Flat Printed.** Flat printed stationery. May contain one or more pieces of letterhead, envelope and/or business cards. Any number of inks may be used.

**5B Multiple Process.** Any multiple process stationery. May contain one or more pieces of letterhead, envelope and/or business cards. Any number of inks and processes (such as thermography, engraving, embossing, die-cutting, foil stamping, folding, etc.) may be used.

**Annual Report.** Yearly communications piece, 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.

**6A Less than four-color**

**6B Four-color**

**Brochure.** 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. If you enter a piece in this category, you may not enter it in the Sales Kit category (1B) without the appropriate sales information. You must choose one or the other, but not both.

**7A Less than four-color**

**7B Four-color**

**7C Campaign.** (2 - 4 of the above).

**Publication Design.** Layout and design of the interior and/or exterior of a magazine or book.

**8A Cover**

**8B Editorial Spread or Feature.** One editorial spread or feature per entry. Not intended for submission of entire book or magazine.

**8C Series.** Two to four covers and/or spreads and/or features from consecutive issues. Please mark spreads to be judged.

**8D Magazine Design.** Entire magazine design from cover-to-cover, with advertising.

**8E Book Design.** Entire book design from cover-to-cover, no advertising.

**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, nor any signage that is eligible in the Out-of-Home categories.

**9A Single**

**9B Campaign.** (2 - 4 of the above).

**Special Event Material.** Promotional and/or informational items, usually relating to a specific event/affair at a given location, date, time, etc. This category does not include Advertising Industry Self Promotion, Public Service or Advertising for the Arts & Sciences. They must be entered in their respective categories.

**10A Card.** Special event greetings (holiday, birthday, etc.) relating to a current and/or calendar item or event.

**10B Invitation.** Attracts attendance to a special, "non-sales" type event (weddings, openings, parties, exhibits, baptisms, bar/bas mitzvahs, etc.).

**10C Announcement.** Used to communicate information of a special nature (birth, death, moving, opening, etc.).

**10D Campaign.** (2 - 4 of the above).

## DIRECT MARKETING

Anything that is 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 in the appropriate direct marketing categories. Mere mailing of a piece does not necessarily make it direct marketing. The method of shipment (self-mailer indicia, envelope, etc.) MUST be evident and included with the entry.

**Business-to-Business or Consumer, Single**

**11A Flat.** Defined as any printed sheet or sheets, flat, folded or bound printed material.

**11B Three Dimensional (3-D)/Mixed.**

Includes single or multiple pieces, and the container and its contents. Dimensional also includes "pop-ups" that might mail flat, but take on dimension in their final forms. Entries typically 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. The method of shipment, (box, envelope, etc.), MUST be evident and included with the entry.

**Business-to-Business or Consumer, Campaign.** (2 - 4 of the above).

**12A Flat**

**12B 3-D/Mixed**

**Specialty Advertising.** Specialty and/or promotional items with advertising messages, including: pens, pencils, shirts, calendars, umbrellas, paper weights, place mats, garment bags, key chains, "credit-type" cards (usually contain a scan strip, such as phone cards, gift cards, etc.), other gift-type items, etc.

**13A Apparel**

**13B Other Merchandise**

## 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.

**Outdoor Board**

**14A Flat.** Includes outdoor posters, outdoor boards, outdoor painted bulletins, outdoor vinyl posters or bulletins and site walls.

**14B Extension/Dimensional.** Boards that extend beyond the basic rectangular board.

**14C Digital or Animated.** Includes digital or animated outdoor, or any unit that has movement or change. Includes closed circuit broadcasts, such as commercials run on a jumbo-tron at a sporting event.

**14D Super-Sized.** Any outdoor board which goes beyond traditional standards or surfaces.

**15 Vehicle Graphic Advertising.** 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 of the poster or banner variety displayed via panels or inserts inside and/or outside public transportation vehicles (airplane, bus, train/rail, street car, subway, taxi, etc.).

**16A Interior.** Placed inside a mass transit vehicle.

**16B Exterior.** Placed on the outside of a mass transit vehicle, including taxi-toppers.

**Site.** Interior or exterior signage that is restricted to malls, airports, train/bus stations, places of business, bus shelters, etc. Does not include posters described in category #9, or signage in the outdoor or transit categories.

**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.**  
(2 - 4 of the above).

**Out-of Home Self-Promotion.** Any out-of-home effort to promote an out-of-home advertising service provider.

**19A Single.**

**19B Campaign.** (2 - 4 of the above).

## **NON-TRADITIONAL ADVERTISING**

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, forehead 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. Non-traditional entries **MUST** be accompanied by proof of usage. Include a short paragraph describing the event or how the entry appeared.

**20A Single**

**20B Campaign**

## **CONSUMER OR TRADE PUBLICATION**

Frequency of publication may be annually, bi-annually, quarterly, monthly, weekly, etc.

### **CONSUMER PUBLICATION**

Advertising that appears in periodic publications whose circulation/distribution is made to the general public, and/or an unspecified industry target audience.

### **TRADE PUBLICATION**

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.

**Fractional Page.** Any ad in a trade or consumer publication, regardless of (page) size/dimensions, that does not fill a full-page unit.

**Full Page.** Any ad in a trade or consumer publication, regardless of (page) size/dimensions, that does fill a full-page unit.

**Spread, Multiple Page or Insert.** Ad unit(s) in a trade or consumer publication that exceed a full page, regardless of the (page) size/dimensions. Includes facing pages, two or more ads in succession, page ads with foldouts, inserts, etc.

**Campaign.** Two to four ads for the same client, with a common theme. May be placed in the same publication issue (excluding single entry spreads/multiple-page units), in separate issues of the same publication, or in issues of other trade or consumer publications.

### **Fractional Page**

**21A Less than four-color**

**21B Four-color**



## **Full Page**

**22A Less than four-color**

**22B Four-color**

## **Spread, Multiple Page or Insert**

**23A Less than four-color**

**23B Four-color**

## **Campaign. (2 - 4 of the above).**

**24A Less than four-color**

**24B Four-color**

**Magazine Self-Promotion.** Trade ads for trade publications and consumer magazine ads for consumer publications and must be entered here.

**25A Single**

**25B Campaign**

## **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.

**Fractional Page.** Ad that fills half or less of a full page, regardless of newspaper size/format (tabloid, broadsheet, etc.).

**26A Black and White**

**26B Color** (Any color besides black)

**Full Page.** Ad that fills more than a half page, regardless of newspaper size/format.

**27A Black and White**

**27B Color** (Any color besides black)

**Spread or Multiple Page.** Newspaper Run of Press (ROP) ad units that exceed a full page in the same issue. Includes facing pages, "double trucks," ROP advertising sections, etc.

**28A Black and White**

**28B Color** (Any color besides black)

## **Newspaper Specialty Advertising**

**29A Single Insert (Of any type).** 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.

**29B Poly Bag/Wrapper.** Plastic newspaper delivery bags on which the advertisement appears. May contain sample items.

## **Campaign**

**30A Black and White**

**30B Color** (any color besides black)

**Newspaper Self-Promotion.** Any advertising which appears in a newspaper promoting that newspaper.

**31A Single**

**31B Insert**

**31C Campaign** (2 - 4 of the above)

## **Interactive Media**

For websites and all online entries, submit the URL. In addition, it is required that you submit a printed, 8.5" x 11" color screenshot of the homepage, pop-up, banner, screensaver, etc. and a CD (Mac OS or PC compatible) of the website/entry. The screenshot is for reference and gallery presentation only. The CD is to be used only in emergency situations where Internet access or unexpected hosting situations make viewing the actual website online impossible. Judging 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. In the event that a website is database driven, please indicate this on the entry as explanation for lack of CD being included. For Disk-Based Sales Packages, submit on CD/DVD.

(Includes Social Media Websites)

## **Websites, B-to-B Flash**

32A Products

32B Outlets

32C Services

## **Websites, B-to-B HTML/Other**

33A Products

33B Outlets

33C Services

## **Websites, Consumer Flash**

34A Products

34B Outlets

34C Services

## **Websites, Consumer HTML/Other**

35A Products

35B Outlets

35C Services



**Products or Consumer Products** are defined as, but not limited to: The products only, not the sellers or dealers. May include cars, trucks, motorcycles, recreational vehicles, manufacturers, fashion, sportswear, casual wear, lingerie, footwear, jewelry, cosmetics, fragrances, health and beauty products, medications, foodstuffs, meats, produce, confections, snacks, dairy products, beer, wine, liquors, drinks, water, tea, milk, coffee, sports beverages, home electronics, computers, household products, appliances, toys, sporting goods and other retail products.

**Outlets or Consumer Outlets** are defined as, but not limited to: Includes retail stores, department, specialty, furniture, discount stores, restaurants, fast-food chains, specialty, franchises, supermarkets, convenience stores, mini-marts, grocery stores and other food retailers, automotive/boat/motorcycle sales and rental, online retail sites, virtual store fronts on websites with online catalogs, sometimes gathered into a virtual mall, etc.

**Services or Consumer Services** are defined as, but not limited to: May include media, cable companies, TV networks, newspapers, magazines, radio stations, travel and tourism, cruise or airlines, hotels, resorts, destinations, entertainment, lotteries, amusement parks, movie promos, sports teams, casinos, hair salons, cleaning, employment, auto services, exercise spas, telephone companies, telephone directories, cellular service providers, pagers, long distance services, internet service providers, professional services, financial, legal, banking, investment services, brokerage firms, credit cards, insurance services, healthcare services, healthcare facilities, doctors, HMOs, company image, self-promotion, recruitment services, energy or utilities, natural gas companies, electric companies, political, religious, lobbying, special interest, etc. (not public service).

**Flash-Based** is defined as any website that uses the web software development tool known as "Flash" to design the ENTIRE site or the Flash elements control MORE THAN HALF the website's pages.

**HTML/Other** is defined as using these technologies — HTML, PHP, ASP, DMTML, XML, Cold Fusion, etc. — to create the website. Flash

components may be included as part of the website and still be considered eligible as long as the Flash elements do not control MORE THAN HALF the website's pages.

Should a website be designed with mirrored content in both Flash and HTML/Other, allowing viewers to choose their content, the entrant must decide which version he/she desires to be viewed. Both versions of the website are not eligible.

### **Online Advertising**

#### **36A Banners/Pop-Ups/Screensavers.**

Includes Interstitial, Supertitial, Eye Blasters, Screensaver design, etc.

**36B Email/E-cards.** Email includes email design and one landing page which continue the advertisement (click-through). This does not include links that result in reaching a full website. E-cards include all online greeting cards.

**36C Micro or Mini Site.** Includes either small, freestanding sites, not created to function as an entire website or small sites which are embedded as part of a larger site. Does not include Flash movies or intros, which should be entered in Elements of Advertising. When entering a mini or micro site, indicate the direct URL of the site, not the main site URL of which the mini or micro is a part.

**36D Online Games.** Games created to advertise a product or service. The game may be located on a main site. Use the direct URL of the game site when entering.

**36E Online Newsletter.** Any newsletter created to be viewed online.

**36F Online Annual Report.** Any Annual Report created to be viewed online.

**36G Podcasts.** A digital media file, or series of such files, that is distributed over the Internet using syndication feeds for payback on portable media or computer. Entries in this category should be a podcast advertising a product or service.

**36H Mobile Marketing.** Any ad or message displayed on a mobile phone or PDA. (This includes smartphone apps and text messages.)

**36I Internet Commercials.** Any commercial run on the internet. URL required.

**36J Webisodes.** An episode that airs initially as an Internet download or stream as opposed to first airing on broadcast or cable television. Entries in this category should be webisodes which advertise a product or service.

When submitting podcasts, internet commercials or webisodes, please use a URL address.

Mobile Marketing or Text Messaging may enter using screen shots or CD.

## Campaign

### 37 Web/Online Campaign.

(2 - 4 of the above).

**Interactive Multimedia (CD/DVD)** May include interactive kiosks CD/DVDs.

### 38A B-to-B

### 38B Consumer

### 38C Interactive Multimedia Campaign.

(A series of 2 - 4 CDs / DVDs).

## 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.

Within the radio category, commercials aired on stations in more than one "metro" (even if placed on only one station in each of two "metros") do not qualify as "local." Any time a commercial extends past one "metro" (two or more), it is defined as regional/national and must be entered accordingly. Two to four commercials for the same client, with a common theme that are placed in one market only (no more than one "metro") are considered a campaign. If placed in two different markets, they do not qualify as a local campaign. Audio CDs are the only accepted audio format. No AIFF, MP3, WMV or WAV files.

### Local, Single

A single radio commercial is one that is broadcast on the station(s) of one market (no more than one "metro"). Radio commercials broadcast on stations in more than one "metro" (even if placed on only one station in each of two "metros") do not qualify as "local".

**39A :30.** Commercials that consume 30 or fewer seconds of airtime.

**39B :60 or more.** Commercials that consume more than 30 seconds of airtime.

**40 Local, Campaign.** (2 - 4 of the above).

### Regional/National, Single

**41A :30.** Commercials that consume 30 or fewer seconds of airtime.

**41B :60 or more.** Commercials that consume more than 30 seconds of airtime.

### 42 Regional/National Campaign.

(2 - 4 of the above).

**Radio Self-Promotion.** Radio commercials created by (or for) radio stations, advertising a radio station, should be entered here.

**43A Single.** A single commercial of any length (local or regional/national) created for, or by, a radio station.

**43B Campaign.** Two to four commercials, of any length, with the same theme for the radio station.

## 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.

### Local, Single

A single (one) TV commercial that is broadcast on the station(s) of one market (no more than one DMA). TV commercials broadcast on stations in more than one DMA (even if placed on only one station in each of two DMAs) do not qualify as "local." If no competition exists in a DMA, the District will direct entrants of correct entry procedure.

**44A :15 or less.** TV commercials that consume 15 or fewer seconds of commercial airtime.

**44B :30.** TV commercials that consume between 16 and 30 seconds of airtime.

**44C :60 or more.** Includes all TV "direct marketing" commercials that are longer than one minute, but not included in the "Infomercial" category #49.

**45 Local TV Campaign.** Two to four commercials, of any length, with the same theme for the TV station.

### TV Self-Promotion, Local (one DMA)

TV commercials created for or by the TV, cable or satellite station and run **local only, no more than one DMA**, should be entered in this category.

**46A Single.** A single commercial of any length created for, or by, the TV, cable or satellite station.

**46B TV Campaign.** Two to four commercials of any length, with the same theme for the TV station.

## **Regional/National TV, Single Product/Service**

A single (one) TV commercial placed/broadcast in more than one market (DMA) during the competition time frame. If a TV commercial extends past one DMA (two or more), it is defined as regional/national.

**47A Consumer Products.** The products only, not the sellers or dealers. May include cars, trucks, motorcycles, recreational vehicles, manufacturers, fashion, sportswear, casual wear, lingerie, footwear, jewelry, cosmetics, fragrances, health and beauty products, medications, foodstuffs, meats, produce, confections, snacks, dairy products, beer, wine, liquors, drinks, water, tea, milk, coffee, sports beverages, home electronics, computers, household products, appliances, toys, sporting goods and other retail products.

**47B Consumer Outlets.** Includes, but is not limited to: retail stores, department, specialty, furniture, discount stores, restaurants, fast-food chains, specialty, franchises, supermarkets, convenience stores, mini-marts, grocery stores and other food retailers, automotive/boat/ motorcycle sales and rental, online retail sites, virtual store fronts on websites with online catalogs, sometimes gathered into a virtual mall, etc.

**47C Consumer Services.** May include media, cable companies, TV networks, newspapers, magazines, radio stations, travel and tourism, cruise or airlines, hotels, resorts, destinations, entertainment, lotteries, amusement parks, movie promos, sports teams, casinos, hair salons, cleaning, employment, auto services, exercise spas, telephone companies, telephone directories, cellular service providers, pagers, long distance services, internet service providers, professional services, financial, legal, banking, investment services, brokerage firms, credit cards, insurance services, healthcare services, healthcare facilities, doctors, HMOs, company image, self-promotion, recruitment services, energy or utilities, natural gas companies, electric companies, political, religious, lobbying, special interest, etc. (not public service).

## **Regional/National TV, Campaign**

**48A Consumer Products**

**48B Consumer Outlets**

**48C Consumer Services**

**49 Infomercials.** Any local, regional or national television advertising message that consumes five or more minutes of airtime.

## **Cinema Advertising**

**50A Movie Trailers.** Commercials for an upcoming film shown before or after a movie.

**50B In-Theatre Commercials or Slides.** Any other commercial or slide shown on screen before or after a film.

## **MIXED/MULTIPLE MEDIA**

Mixed Media Campaigns must consist of two to four executions and two to six media.

■ **Mixed Media = two to six media.**

■ **Campaign = two or more ads or commercials for the same client, with a common theme.**

Although a Mixed Media campaign might include many ads or commercial components spread over several media, submit no more than SIX media, and no more than FOUR executions per medium for judging. The total ads/commercials per Mixed Media Campaign entry can total no more than NINE. No matter how big a campaign or media schedule, there is a minimum and maximum number of each to qualify. Campaigns which include self-promotion pieces from Out-of-Home, Newspaper, Trade Magazine, Consumer Magazine, Radio or TV may be entered here. **(This category also includes integrated branding campaigns.)**

**51 B-to-B, Local.** Mixed Media ad campaign (two to nine common theme ads) placed in one market.

**52 B-to-B, Regional/National**

**53 Consumer, Local**

**54 Consumer, Regional/National**

## **ADVERTISING FOR THE ARTS & SCIENCES**

Advertising created for activities, events and programs in any of the following:

- Any type of music, dance or visual arts (painting, sculpture, crafts, film, video or computer art, etc.).
- Drama (theater and/or alternative space performances).
- Arts education, learning programs, classes, special events for the arts.
- Operas, symphonies, concerts, plays, art

exhibits, craft shows, film festivals, art museum exhibits, ballets, etc.

- All types of museums, zoos and galleries.

All Advertising for The Arts, regardless of whether or not the agency creative and media placement were paid, must be entered in this category, and does not qualify in any other. The individual creative elements may be entered, however, in the Elements of Advertising categories.

#### **Collateral**

**55A Stationery Package**

**55B Annual Report**

**55C Brochure/Sales Kit**

**55D POP or POS Material**  
(Other than posters)

**55E Poster**

**55F Newsletter**

**55G Cards, Invitations  
and 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**

Public service advertising is that which enlists public support or action in the solution or remedy of problems of common and/or general interest or concern. The message of public service advertising has as its goal the improvement/betterment of the public's health, education and/or welfare. Media space and/or time may or may not have been donated.

All Public Service advertising, regardless of whether or not the agency creative and media placement were paid, must be entered in this category, and does not qualify in any other. The individual creative elements may be entered, however, in the Elements of Advertising categories.

#### **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  
and 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**

All advertising and special event materials for advertising agencies, advertising suppliers and advertising clubs must be entered in these categories. Entries submitted in advertising industry self-promotion are not eligible in other categories. However, individual components are eligible for entry in the visual and audio elements of advertising categories.

**Please note:** The NAC recommends that Advertising Industry Self-Promotion work **NOT** be eligible for Best of Show consideration.

## **Creative Services and Advertising**

**Supplier/Vendor Ads** created by or for an agency that advances the agency's or supplier/vendor's cause (new client acquisition, client retention, education, holiday cards, moving announcements, etc.) Includes, but is not limited to: agencies, design studios, freelancers, graphic designers, interactive developers, writers, illustrators, paper companies, advertising specialty companies, printers, color separation houses, pre-press service bureaus, photographers, marketing and public relations consultants or firms, talent agencies, individual actors/actresses/models, video/film and audio production companies.

**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/Announcements**  
(Special Events Material)

**70 Ad Club or Marketing Club**

Any advertising created by, or for, an advertising or marketing club that advances the organization's cause (membership, programs, education, awards, events, parties, etc.). All advertising and promotional materials done by, or for, an ad club can be entered only in this category.

**Please Note:** All advertising, marketing, or communications clubs and organizations are eligible to enter this category regardless of their AAF affiliation. For AAF clubs entering ADDY Awards-related materials, all campaign elements should be entered in the competition year FOLLOWING THE YEAR THEY PROMOTE, regardless of usage date.

### **Campaign**

**71A Single Medium Campaign**

(For categories 69-70)

**71B Mixed/Multiple Media Campaign**

(For categories 69-70)

## **ELEMENTS OF ADVERTISING**

The goal of this category is to recognize only the creative execution of individual components of an advertising entry (illustration, photography, music, logo, etc.). Each entry in this section **MUST** include a sample showing how the element was actually used in the advertising message. For print entries, a sample should be included in the entry envelope. When submitting a logo, if the type of company is not evident or obvious, it is recommended to include one or two words explaining the type of business the logo represents.

**72 Logo.** An icon, symbol, or trademark designed to represent a product, service, or organization.

**Illustration.** Flat or Dimensional (any number of colors)

**73A Single**

**73B Campaign.** (2 - 4 of the above).

### **Photography**

**74A Black and White**

**74B Color**

**74C Digitally Enhanced.** Photographic images whose content has been digitally altered to create a new image (often creating 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.

**74D Photo Campaign.** (2 - 4 of the above).

### **Animation or Special Effects**

**75A Animation or Special Effects**

(Video or Film)

**75B Animation or Special Effects**

(Internet)

### **Sound**

Any composition of original music or sound elements that serve as a bed or background and/or otherwise heighten, accent or strengthen the advertising message. In the case of "full sing" jingles, the "sound" entry may be the commercial itself. Entries must be music that is custom-composed for advertising, or audio/visual sales promotion. Entries may be no longer than 60 seconds, except for audio/visual entries, which may run up to five minutes.

**76A Music Only.** Any musical score only (no lyrics) for broadcast commercials (pre/post scores) and music created/composed for specific audio/visual sales presentations.

**76B Music with Lyrics.** Any music with sung lyrics, created/composed expressly for advertising. Syndicated materials, including “re-sing” jingles and library music, are not eligible for entry.

**76C Sound Design.** Any combination of non-musical elements, sound effects, ambience and other sonic devices incorporated into a film or video presentation, television commercial or radio commercial to enhance the mood and/or message.

**77 Cinematography.** Cinematography is defined as the art and process of making television commercials. It encompasses the artistic vision of making commercials, including considerations of lighting, photography, camera movement and angle, producing and final presentation. The collaboration of these elements defines cinematography.

Additional Local Only Categories may be added at the discretion of the local or district organization.



*Work created for NSAC competitions will be eligible for entry into the Student ADDYs in the year following their presentation.*

*The National Student ADDYs are sponsored by the American Advertising Federation and*



*What's better than fame and glory? That's right, cold, hard cash. The Student "Best of Show" winning entrant will receive a cash prize of \$1,000 from National Ad 2.*

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# S T U D E N T ADDY<sup>®</sup>

THE FUTURE OF ADVERTISING

All work submitted in the Student ADDY Competition is subject to the same rules and guidelines and submission requirements as the professional ADDY Competition. Please read the Entry Submission and Entry Identification requirements carefully.

**Please note:** Comps, original photographs, illustrations, etc. all become the property of the AAF **and will not be returned.**

Work created for NSAC competitions will be eligible for entry into the Student ADDYs in the year following their presentation.

## **Suggested Local Entry Fee: \$30**

### **Eligibility requirements:**

- Applicants must be enrolled full or part-time in an accredited U.S. educational institution.
- Work may be developed specifically for this competition or submitted from previous projects or competitions. Work developed for paying clients will not be accepted with the exception of work created by clubs as fundraisers or work created for student publications.
- Work must be created while entrant is a student not employed in the advertising industry. Student intern work is eligible.

### **Shipment of Entries**

Entries and entry fees should be sent to the address indicated by your local competition. All entries become the property of your local club, district, or the AAF and will not be returned. **Do NOT send original artwork.**

### **Student Auto-forwarding:**

With student ADDYs we will adopt an amended auto-forwarding process where all Gold winning work will be forwarded to the district and national competition at no additional cost. Silver winning work may advance to the district or national competition by paying the applicable entry fee.





**Please note:** These are suggested category starting points for local and district shows. The NAC strongly urges clubs to adapt categories adding local only distinctions to accommodate and reflect the work created within their participating colleges and universities. For definitions refer to mirrored categories in the professional ADDY extended definitions.

## 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
- 6A 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

*Additional Local Only Categories may be added at the discretion of the local or district organization.*

## Entry Submission & Identification

AAF is trying to make entering the ADDYs easier for the entrants, judges and producers of ADDY shows on levels of competition. You will no longer be required to mount your entries to black board. However, there are still steps required to make sure your work is kept in good shape, properly labeled, judged properly, and your entrants get proper credit.

First, you will need to decide if you are going to invest in clear plastic envelopes or use any number of paper envelopes commercially available.

If you use paper, we suggest you try and find an envelope with clasp closure system, not an adhesive one. Remember, your entry will be opened and closed many times during its judging.

A paper envelope is shown in example B to enter a brochure. Note, the larger label is permanently affixed (we suggest 3M's Supper 77 spray glue) to the exterior of the envelope and the smaller label to the back of the piece itself. An extra, loose copy of the entry form is included in the envelope. This is the "perfect" way to enter a piece in the show with a paper envelope. Use larger or smaller envelopes as needed to secure the piece (or pieces...mixed or single media campaigns) you are entering.

Using a plastic envelope offers many advantages. Since it is translucent there is no need to affix an entry label to the exterior of the envelope. Simply include two loose copies in the envelope. In example A, we show how to properly enter a three dimensional piece. The entrant has wisely provided both a professional color print of the entry in the envelope (with small entry label permanently affixed to the back of the photo) as well as the actual three dimensional piece. Note how the small entry label is also permanently affixed to the top of the jar. This is a great way to handle these items.

Finally, example C shows the best way to enter an interactive piece, radio or TV spot, using a CD or DVD. Remember, this year we will NO LONGER BE ACCEPTING TAPES OF ANY KIND. All radio MUST be on CD. All TV MUST be on DVD. No exceptions. The DVD must be playable on a consumer DVD player. If it has a single spot it should auto play. If there are multiple spots IT MUST have a DVD navigation system included allowing spots to be played individually. A QuickTime Movie burned onto a DVD is NOT acceptable.

Here you can see the entrant has correctly hand written the entry number and category on the DVD itself along with title. They have included a copy of the larger entry form in the CD sleeve and permanently affixed a smaller label to the outside of the sleeve. NEVER AFFIX a LABEL to a CD or DVD.

Remember when you are entering a web site it is a critical to include a screen capture of the front page of the site so that the ADDY committee and judges are sure they are reviewing the right site. The CD copy of the site is a "last resort" and will only be used if the URL is down, there are server issues, etc. This ensures that the judges will be able to see at least some parts of the site "no matter what happens".

# ADDY®

THE CREATIVE SPIRIT OF ADVERTISING

## Addendum A

