

AMERICAN ADVERTISING AWARDS

RULES & CATEGORIES 2016–2017

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 with 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 AAF - Fort Worth's 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 is conducted through a scoring process in which a panel of judges—comprised of accomplished advertising creative professionals from similar-size markets across the U.S—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. Entries that are also considered outstanding and worthy of recognition receive a SILVER or Bronze 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 American Advertising Awards Student Division is also a three-tier national competition, which is sponsored by the AAF and Ad 2 National. Occurring in conjunction with the professional competition, the Student Awards recognize and reward creative excellence by students. Entry fees and submission dates are on the next page of this document.

Information on categories and descriptions of those categories for the American Advertising Awards Student Division may be found at www.AddysFightNight.com, as a download from the last tab.

How to Enter

Visit our AAA website at www.AddysFightNight.com. You will be directed to the competition site to register as an entrant. Review the category list in this document or on these websites 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.

Answers

For plastic entry bags, contact Blakeley Warner at BWerner@OKPaper.com or at 817-320-7304 For category, entry prep or software questions, contact Susan Cook at SusanCookCreative@gmail.com or 817-313-1411.

Submission Entry Dates and Fees

Early entry submission: Friday, December 2, 2016, between 1:00 and 5:00 pm at Near South Studios, 328 Hemphill St.

Professional Members - \$80 single entry, \$95 campaigns

Professional Non-Members - \$125 single entry, \$140 campaigns

Students - \$45 both single and campaign entries

Final entry submission: Friday, January 6, 2017, between 1:00 and 7:00 pm at Near South Studios, 328 Hemphill St. Professional

Members - \$100 single entry, \$115 campaigns

Professional Non-Members - \$145 single entry, \$160 campaigns

Students - \$45 both single and campaign entries

Eligibility Requirements

- All work entered in the American Advertising Awards competition must have first appeared between January 1 and December 31, 2016.
- With the exceptions of Public Service Advertising and Advertising Industry Self Promotion categories, and student entries, work entered must have been the result of paid creative services and/or 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. Additional geographic considerations are covered on page 7.
- For Student eligibility requirements refer to the Student American Advertising Awards Rules & Categories available at www.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 except in certain Local Only categories.

“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.

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.

Public Service

Categories for public service entries are located within the divisions that define the creative work performed (for instance Online/Interactive or Print Advertising).

Public service advertising has as its goal the improvement of the public's health, education and/or welfare. Advertising work done for non-profit social organizations or causes, charities or NGOs should be entered in a Public Service category. Other Public Service submissions include work done for local, state and national governmental bodies, public safety, environmental, diversity, religious and education.

All Public Service advertising, regardless of whether the agency creative and media placement were paid, must be entered in these categories and does not qualify in any other. Individual elements of Public Service advertising may be entered into the Elements of Advertising categories for judging, but note there is no specific Public Service category. Please Note: Public Service entries and Public Service Elements of Advertising entries are not eligible for Best of Show consideration.

Advertising work done for arts and sciences organizations such as museums, science centers, zoos, orchestras, film and music festivals etc. should NOT be submitted in the Public Service categories but rather must be submitted in the appropriate general advertising categories.

Advertising Industry Self-Promotion

All advertising and special events materials and creative work performed for advertising agencies, advertising suppliers and advertising clubs must be entered in these categories. Categories for Advertising Industry Self-Promotion entries are located within the divisions that define the creative work performed (for instance Online/Interactive or Print Advertising).

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, photographers, marketing and public relations consultants or firms, talent agencies, individual actors/actresses/models, video/film and audio production companies.

Entries submitted in advertising industry self-promotion are not eligible in other categories. Individual elements of Advertising Industry Self-Promotion may be entered into the Elements of Advertising categories for judging, but note there is no specific Advertising Industry Self-Promotion category. Please Note: Advertising Industry Self-Promotion entries and Advertising Industry Self-Promotion entries in Elements of Advertising are NOT eligible for Best of Show consideration.

Entry Submission

Physical entries must be placed inside an AAF-Fort Worth-supplied plastic ziplock bag. Follow detailed directions for packaging found on the back of the bag insert.

In general, you should insert two copies of the entry form securely inside the bag behind the physical entry. The entry (creative work) 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 every piece in the entry (use removable entry number tabs from the bottom of printable entry form).**

If a three-dimensional (3-D) item is small enough, it should be placed inside a bag, 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 the bag supplied, 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. **You will still submit a club-supplied bag along with the box. Inside the bag, place one copy of the entry form and another piece of paper that says, "This entry too large to fit in envelope - submitted in white box, approximately 7" x 10" x 5". Remember that, if your entry wins, you are relying on this box to keep your entry in tip-top shape as it gets stuffed back into the box and judged at district. If it wins again, it will be shoved back into the box and sent to the national competition. Unfortunately, not everyone along the way will be as careful with your creation as you would have been. So, especially if your entry is delicate, make sure you have a way to protect it that will be easy for local, district and national AAA administrators to unpack and repackage it and keep it looking its best.**

Campaign entries that won't all fit in the club-supplied bag may be handled in the same manner as above, placing the larger elements inside an appropriately sized envelope or box. Firmly affix the entry number to the BACK of every piece in the entry (use removable entry number tabs from the bottom of printable entry form). 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 Campaign and Integrated Campaign entries must be entered together in the club-supplied bag whenever possible. Firmly affix the entry number to the BACK of every piece in the entry (use removable entry number tabs from the bottom of printable entry form). Label each component with an entry number and include the total components for each campaign, (1 of 10, 2 of 10, 3 of 10, etc.).

Entry Identification

Detach the category and entry number labels from the printable 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 pieces which are in envelopes. In clear plastic or transparent envelopes, place two copies of the entire entry form into the envelope. Label each component of an Integrated Campaign in a similar fashion. No information identifying the entrant should appear on the face of an entry, or within the title of video slates or online URLs for digital submissions.

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.

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 3 minutes (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 Digital Entries

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.

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, as well as all Local Only Categories. 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 submitted in person (except when all entries are digital as described on page 5 and payment is made online) on one of the two dates outlined on page 2. All entries become the property of AAF-Fort Worth, AAF Tenth 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 Ad Club 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.

Auto-Forwarding

If your entry wins a Gold ADDY at the AAF-Fort Worth competition, it will be automatically forwarded to the district competition with fees paid by AAF-Fort Worth. 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.

The rules, divisions and categories defined here serve as the official policy for the American Advertising Awards competition and replace all others from previous competitions. The name American Advertising 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 American Advertising Awards competition name should be used at all levels of the competition.

Judging Procedures

Judging will be conducted in accordance with the guidelines found on the [AAF website](#). Judges for the AAF-Fort Worth competition will be selected among creatives who work or have worked in markets similar to Fort Worth, but who live and work outside of District 10 (Texas, Oklahoma, Arkansas and western Louisiana). Decisions of judges and the N3AC, including eligibility, qualifications and appropriate category placements, are final.

Geographic Considerations

Entries may be entered into only one local American Advertising Awards competition, which is determined by the location of the agency or company that created the work. 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 or company that 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 clients). 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 N3AC defers to the rights of the creator in all cases.}

Special Awards

Work entered in the Advertising Industry Self-Promotion or Public Service categories is not eligible for Best of Show consideration. The N3AC suggests the creation of local, district and national Special Judges Awards to recognize outstanding achievement in public service advertising.

Category List

SALES & MARKETING

NOTE: All entries in the Sales & Marketing division must be physically submitted after the conclusion of the online entry process. 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

SALES PROMOTION

Product or Service Sales Promotion

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

01A 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.

01B 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 or B). If there are additional pieces included to make a brochure a sales kit, then it can be entered into both.

01C Menu

A list of options available to a diner, shopper, etc.

01D Campaign

2–4 pieces may be submitted from work that qualifies in categories 01A, 01B and/or 01C

Packaging

All product packaging.

02A Single Unit

02B Campaign

2–4 pieces may be submitted from work that qualifies in category 02A

Point of Purchase

Promotional advertising or display unit that attends the product or service at the specific sale location

03A Counter Top

A POP piece that requires additional support or elevation for proper product or service presentation, including product hangtags.

03B Free Standing

Self-contained unit or device that requires no additional support or elevation for proper product or service presentation.

COLLATERAL MATERIAL

- 4 Stationery Package—Single or Multiple Pieces
Stationery entries in this category may contain one or more pieces of letterhead, envelope and/or business cards.
- 5 Printed 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. Digital annual reports should be entered in category 44—Digital Publications.

Printed Newsletter

- 06A Single 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 Public Service and Industry Self Promotion should not be entered here, but into their respective categories. Digital newsletters should be entered in Category 44—Digital Publications.
- 06B Campaign
2–4 pieces may be submitted from work that qualifies in category 06A. Editions submitted must all be distributed to the same audience. Digital newsletters should be entered in Category 44—Digital Publications.

Brochure

- 07A Single Unit
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. Digital brochures should be entered in Category 44—Digital Publications.
- 07B Campaign
2–4 brochures may be entered for the same product, service and/or brand. Digital brochures should be entered in Category 44—Digital Publications.

Publication Design

Layout and design of the interior and/or exterior of a magazine or book

- 08A Cover
Layout & design of the front exterior of a magazine or book
- 08B Editorial Spread or Feature
One editorial spread or feature per entry. Not intended for submission of entire book or magazine. Entire publications should be entered into the Magazine Design (08D) or Book Design (08E) categories.
- 08C Cover/Editorial Spread or Feature—Series
2–4 pieces may be submitted from work that qualifies in categories 08A and/or 08B
- 08D Magazine Design
Entire magazine design from cover-to-cover.
- 08E Book Design
Entire book design from cover-to-cover.

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 or Public Service They must be entered in their respective categories.

- 09A Card, Invitation, Announcement—Single Unit 09B
Card, Invitation, Announcement—Campaign
2–4 pieces may be submitted from work that qualifies in category 09A

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.

Direct Mail

- 10A Flat—Single Unit
Any printed sheet or sheets, flat, folded or bound printed material that has been mailed as part of an advertising or promotional effort. The method of shipment, (box, envelope, etc.), MUST be evident and included with the entry.
- 10B Flat—Campaign
2–4 pieces may be submitted from work that qualifies in category 10A
- 10C 3D / Mixed—Single Unit
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.
- 10D 3D / Mixed—Campaign
2–4 pieces may be submitted from work that qualifies in category 10C

Specialty Advertising

- 11A Apparel
Clothing and/or promotional apparel with an advertising message, such as shirts, caps and jackets.
- 11B Other Merchandise
Specialty and/or promotional products with advertising messages, including: pens, bumper stickers, umbrellas, paper weights, etc. that are created to promote a company, corporate image, brand or event.
- 11C Campaign
2–4 pieces may be submitted from work that qualifies in categories 11A and/or 11B

PUBLIC SERVICE

(See public service advertising guidelines above)

Public Service Collateral

- 12A Brand Elements
Stationery, logo, invitations, POS materials, newsletters etc.

12B Annual Report (printed or digital)

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.

12C Brochure/Sales Kit

All public service sales kits, information sheets and brochures.

Public Service Direct Marketing & Specialty Advertising

13A Single Unit

Public Service direct marketing, direct mail or specialty advertising.

13B Campaign

2–4 pieces may be submitted from work that qualifies in category 13A

ADVERTISING INDUSTRY SELF-PROMOTION

Collateral

14 Brand Elements

Advertising Industry Self-Promotion stationery, logo, invitations, point-of-sales materials, newsletters, sales kits, brochures etc

15 Direct Marketing & Specialty Advertising (printed or digital)

Advertising industry self-promotion direct marketing, direct mail and specialty advertising.

16 Special Event Materials (printed or digital)

Advertising industry self-promotion special event materials, including cards, invitations or announcements.

PRINT ADVERTISING

NOTE: All entries in the Print Advertising division must be physically submitted after the conclusion of the online entry process. 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

MAGAZINE ADVERTISING

Advertising that appears in periodic (annually, bi-annually, quarterly, monthly, weekly etc.) publications. Circulation/ distribution can be intended for the general public (Consumer) or an industry target audience (Trade).

Magazine Advertising

17A Full Page Or Less—Single Unit 17B

Spread, Multiple Page or Insert 17C Campaign

2–4 pieces may be submitted from work that qualifies in categories 17A and/or 17B

MAGAZINE SELF-PROMOTION

Any advertisement which appears in a magazine, promoting that magazine.

Magazine Self-Promotion

18A Single Unit—Any Size 18B
Campaign

2–4 pieces may be submitted from work that qualifies in category 18A

NEWSPAPER ADVERTISING

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.

Newspaper Advertising

19A Fractional Page—Single Unit

Newspaper ad that fills less than a full page, regardless of newspaper size/format (tabloid, broadsheet, etc).

19B Full Page—Single Unit

Ad that fills an entire page regardless of newspaper size/format (tabloid, broadsheet, etc).

19C Spread or Multiple Page—Single Unit

Newspaper advertising sections, etc.

19D Specialty Advertising—Single Unit

Any advertising delivered via newspaper. Could include die cuts, mini booklets, magnets, “post-it” promotions, calendars, flat sample packs, poly bags and wrappers

19E Campaign

2–4 pieces may be submitted from work that qualifies in categories 19A, 19B, 19C and/or 19D

NEWSPAPER SELF-PROMOTION

Newspaper Self-Promotion

Any advertisement which appears in a newspaper, promoting that newspaper.

20A Single Unit—Any Size 20B
Campaign

2–4 pieces may be submitted from work that qualifies in category 20A

BRANDED CONTENT & ENTERTAINMENT

Original content that may or may not directly promote the brand or product, but is created on behalf of the brand. Any branded content and/or branded entertainment placed or appearing in print media.

21 Branded Content & Entertainment—Any Print Medium

Any branded content and/or branded entertainment placed or appearing in print media

PUBLIC SERVICE

(See public service advertising guidelines on pages 9–10)

22 Public Service Print Advertising

Public service advertisement placed in any print medium.

ADVERTISING INDUSTRY SELF-PROMOTION

- 23 Advertising Industry Self-Promotion—Print Advertising
Self-Promotion Advertising created by an advertising industry entity for any print medium.

OUT-OF-HOME & AMBIENT MEDIA

NOTE: All entries in the Out-of-Home & Ambient Media division must be physically submitted after the conclusion of the online entry process. 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

AMBIENT MEDIA

Guerrilla Marketing

Formerly known as a form of “non-traditional advertising” guerrilla marketing is an unconventional way of performing advertising and/or promotional activities. Guerrilla Marketing entries must be accompanied by proof of usage. Entries in this category should be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (video). Digital summaries must be submitted by uploading the video file via the American Advertising Awards online entry software.

- 24A Single Occurrence 24B
Campaign
2–4 pieces may be submitted from work that qualifies in category 24A

Installations

Design and build-out of temporary or permanent branded environment. Examples might include kiosk, art exhibition, trade show exhibit or retail store. Entries in this category may be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (video). Digital summaries must be submitted by uploading the video file via the American Advertising Awards online entry software.

- 25A Single Installation 25B
Multiple Installations
2–4 pieces may be submitted from work that qualifies in category 25A

Events

Event execution (not architecture—see Installation). Entries in this category may be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (video). Digital summaries must be submitted by uploading the video file via the American Advertising Awards online entry software.

- 26A Single Event
26B Multiple Events
2–4 pieces may be submitted from work that qualifies in category 26A

OUT-OF-HOME

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 outdoor signage.

- 27A Poster—Single Unit 27B
Poster—Campaign
2–4 pieces may be submitted from work that qualifies in category 27A

Outdoor Board

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.

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

Mass Transit/Airlines

- 29A Interior—Single
Advertising placed inside any public transit vehicle.
- 29B Exterior—Single
Advertising placed on the exterior surface of any vehicle, including public transit, corporate vehicles etc. Bus wraps, and all other exterior vehicle signage, as well as bus shelter ads should be entered here.

Site

Interior or exterior signage that is restricted to public venues such as malls, airports, train/bus stations, places of business, stadiums, arenas etc. Does not include posters described in category #27, or signage in the outdoor or transit categories.

- 30A Interior—Single
Interior signage, animated or static placed in airports, malls, transit stations, places of business.
- 30B Large Venue—Single
Any signage, animated or static placed in stadiums and arenas. Examples could include branded scoreboard animations, branded games, sponsor signage etc
- 31 Out-Of-Home Campaign
2–4 pieces may be submitted from work that qualifies in categories 28A-30B

Out-Of-Home Self-Promotion

Advertising for an out of home company appearing on that company's out of home media.

- 32A Single Unit
32B Campaign
2–4 pieces may be submitted from work that qualifies in category 32A

PUBLIC SERVICE

(See public service advertising guidelines on pages 9–10)

Public Service Out-Of-Home

33A Poster

Any public service poster.

33B Out-Of-Home

Any public service out of home advertising.

33C Campaign

2–4 pieces may be submitted from work that qualifies in categories 33A or 33B

Public Service Ambient Media

34A Single Occurance

Any public service ambient media, including guerrilla marketing, installations and events.

34B Campaign

2–4 pieces may be submitted from work that qualifies in category 34A

ADVERTISING INDUSTRY SELF-PROMOTION

35 Advertising Industry Self-Promotion Out-Of-Home

Any public service out of home advertising, including outdoor boards, transit advertising and posters

36 Advertising Industry Self-Promotion Ambient Media

Any advertising industry self-promotion ambient media, including guerrilla marketing, installations and events.

ONLINE/INTERACTIVE

NOTE: Entries for categories within the Online/Interactive division do not require physical submission. However, if you do not pay online, you must bring your payment to one of the two submission periods on December 2 or January 6. Judging of these entries will be done online, using the digital content provided via URL during the online entry process.

WEBSITES

Websites

37A Consumer

Any website created primarily for consumer use

37B B-to-B

Any website created primarily for business-to-business commerce

37C Microsites

Any web page or series of pages that are a part of a larger website but intended to feature specialized information. Although a microsite may have a unique message or purpose, it should support the overall parent website. Does not include animated movies or intros, which should be entered in Elements of Advertising. When entering a microsite, indicate the direct URL of the microsite, not the main site URL of which the micro is a part.

SOCIAL MEDIA

Social Media

- 38A Single Execution
Single creative execution of brand advertising, marketing or promotion that appeared in social media. The same execution may have appeared on one or multiple platforms, but only one entry is required.
- 38B Campaign
Creative executions of brand advertising, marketing and/or promotion across social media. The campaign may have appeared on one or multiple platforms. 2–4 pieces may be submitted from work that qualifies in category 38A

APPS

Apps

Apps must advertise a product or service. Apps will be judged using a digital (video) summary of 3 minutes or less, which must be digitally uploaded by the entrant (not via URL). This summary should describe and demonstrate the design and functionality of the app as well as the most important user benefits and attributes of the app. Judges will not be given access to the app itself.

- 39A Mobile App
Interactive mobile apps for tablets, smartphones and wearable devices.
- 39B Website Based App
Interactive apps for desktop and laptop-based web browsers.
- 39C Games
Online/interactive games.
- 39D Tools & Utilities
Interactive applications regardless of the device or interface such as screensavers, widgets etc.

ADVERTISING & PROMOTION

- 40 Web Banner Ad or Website Takeover
- 41 Campaign
2–4 pieces may be submitted from work that qualifies in category 40
- 42 Email
Single or multiple (campaign) email occurrences.

BLOGS & DIGITAL PUBLICATIONS

- 43 Blogs
Eligible blog content must support a brand or advertise a product or service.
- 44 Digital Publications
Online publication (single or multiple occurrence) in support of a brand, such as annual reports, magazines, newsletters or books.

BRANDED CONTENT & ENTERTAINMENT

- 45 Branded Content & Entertainment for Online/Interactive
Original content that may or may not directly promote the brand or product, but is created on behalf of the brand. Branded Content or Branded Entertainment for any online/interactive category, excluding Online Film, Video & Sound, which should be entered in Category 58A or 58B.

PUBLIC SERVICE

(See public service advertising on pages 9–10)

- 46A Public Service Online/Interactive
Single public service entries for Online/Interactive - excluding Public Service Online Film, Video & Sound which should be entered in category 68.
- 46B Public Service Online/Interactive Campaign
2–4 pieces may be submitted from work that qualifies in category 46A

ADVERTISING INDUSTRY SELF-PROMOTION

- 47 Advertising Industry Self-Promotion Online/Interactive
Single Advertising Industry Self-Promotion entries for Online/Interactive - excluding Online Film, Video & Sound, which should be entered in Category 71.

FILM, VIDEO & SOUND

NOTE: Entries for categories within the Film/Video & Sound division do not require physical submission. However, if you do not pay online, you must bring your payment to one of the two submission periods on December 2 or January 6.

Judging of these entries will be done using the digital content provided via URL or uploaded during the online entry process.

RADIO ADVERTISING

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 mass media transmission. Commercial messages which appear on digital streaming or satellite radio services such as Pandora, Spotify or SiriusXM should be entered in the Regional/National Radio categories.

Within the radio category, commercials aired on stations in more than one market or “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. 2–4 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.

Radio Advertising / Local

A local 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.”

- 48A Single Spot :30 seconds or less
48B Single Spot more than :30 seconds
48C Campaign
2–4 pieces may be submitted from work that qualifies in categories 48A and/or 48B

Radio Advertising—Regional/National

A single radio commercial that is broadcast in two or more markets (metros), or on national radio networks or streaming outlets.

- 49A Single Spot :30 seconds or less 49B
- Single spot more than :30 seconds 49C
- Campaign
- 2–4 pieces may be submitted from work that qualifies in categories 49A and/or 49B

RADIO SELF-PROMOTION

Radio Self-Promotion

Any advertisement which appears on a radio station or outlet, promoting that station.

- 50A Single Spot—Any Length 50B
- Campaign
- 2–4 pieces may be submitted from work that qualifies in category 50A

TELEVISION ADVERTISING

Television Advertising—Local (One DMA)

A single 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.

- 51A Single Spot :15 or less
- TV Commercial that consumes :15 seconds or less of airtime.

- 51B Single Spot :30 seconds
- TV Commercial that consumes between :16 and :30 seconds or airtime.

- 51C Single Spot :60 seconds or more
- TV commercials longer than :30 seconds should be entered here. Includes all TV “direct marketing” commercials that are longer than one minute, but does not include “Infomercials which should be entered in the Branded Content and Entertainment For Television category #59.

- 51D Campaign
- 2–4 pieces may be submitted from work that qualifies in categories 51A, 51B and/or 51C

Television Advertising—Regional/National

TV commercials which have aired on national broadcast, cable or satellite networks or in more than one local market (DMA).

- 52A Single Spot—Up to 2:00 52B
- Campaign
- 2–4 pieces may be submitted from work that qualifies in category 52A

TELEVISION SELF-PROMOTION

Television Self Promotion / Local

Any advertisement which appears on a local TV station, promoting that TV station

- 53A Single Spot—Any Length 53B
Campaign
2–4 pieces may be submitted from work that qualifies in category 53A

Television Self-Promotion—Regional or National

Any advertisement which appears on a regional or national TV outlet or network, promoting that TV outlet or network.

- 54A Single Spot—Any Length 54B
Campaign
2–4 pieces may be submitted from work that qualifies in category 54A

ONLINE FILM, VIDEO AND SOUND

Internet Commercial

Any commercial that is created to run on the Internet. Broadcast commercials that also receive Internet runs are not eligible in this category, unless there is a change in content (see “New Creative” under “Eligibility” above). Entry must be submitted as an online video using its URL, not as a digital upload.

- 55A Single Spot—Any Length 55B
Campaign
2–4 pieces may be submitted from work that qualifies in category 55A

Podcast

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

- 56A Single Podcast
56B Campaign
2–4 pieces may be submitted from work that qualifies in category 56A

Webisode(s)

An episode or series that airs initially as an Internet download or stream as opposed to first airing on broadcast or cable television. Entry must be submitted as an online video using its URL(s), not as a digital upload.

- 57A Single Webisode 57B
Series
2–4 pieces may be submitted from work that qualifies in category 57A

BRANDED CONTENT & ENTERTAINMENT

Branded Content & Entertainment For Online Film, Video & Sound

Original content that may or may not directly promote the brand or product, but is created on behalf of the brand. All forms of audio/visual branded content and/or branded entertainment created for and distributed via online and interactive channels.

- 58A Single Entry—:60 seconds or less 58B
Single Entry—more than :60 seconds

- 59 **Branded Content & Entertainment For Television**
All forms of audio/visual branded content and/or branded entertainment created for and distributed via broadcast, cable or satellite television. This category is for executions of any length and may include infomercials. Long-form entries must be edited to five minutes or less for judging purposes. Single entry—any length.
- 60 **Branded Content & Entertainment—Non-Broadcast**
All forms of audio/visual branded content and/or branded entertainment created for and distributed via methods other than the Internet or television, such as theatrical films and presentation videos. Single entry—short or feature length. Entries in this category must be edited to five minutes or less for judging purposes.
- 61 **Branded Content & Entertainment Campaign**
2–4 pieces may be submitted from work that qualifies in categories 58A-60

CINEMA ADVERTISING

- 62 **Movie Trailer**
Single in-theatre commercial trailer for an upcoming theatrical film. This category does not include TV commercials for theatrical films
- 63 **In-Theatre Commercials or Slides**
In-theatre commercials and slides for any product or service other than theatrical films

SALES PROMOTION

- 64 **Audio/Visual Sales Presentation**
Any advertising, promotional and/or marketing message that is conveyed via audio and/or video method usually designed for and directed to specific and/or limited audiences. Entry must be edited to no more than five minutes in length for judging purposes.

MUSIC VIDEOS

- 65 **Music Video**
A short film integrating a song and imagery created for the purpose of promoting, marketing and/or advertising the music, performance or artist. Must be edited to a maximum length of 5 minutes.

PUBLIC SERVICE

(See public service advertising guidelines on pages 9–10)

- 66 **Public Service Television**
Any public service TV advertising. Single spot—any length
- 67 **Public Service Radio**
Any public service radio advertising. Single spot—any length
- 68 **Public Service Online Film, Video & Sound**
Public service advertising content that appears online in its original form. Examples can include Internet commercials or webisodes. Single occurrence—any length.
- 69 **Public Service Non-Broadcast Audio/Visual**
Public service advertising content that is not created for television, radio or online use. Examples include presentation videos or cinema advertising. Single occurrence—any length.

- 70 Public Service Campaign
Campaign consisting of 2–4 executions of 66, 67, 68 or 69.

ADVERTISING INDUSTRY SELF-PROMOTION

- 71 Advertising Industry Self-Promotion Film, Video & Sound
Any film, video or sound content created as self-promotion material by a member of the advertising industry, regardless of the intended medium. Includes online video, television, radio and demo reels. Single occurrence— any length.

CROSS PLATFORM

NOTE: All entries in the Cross Platform division (excluding Category 75) must be physically submitted after the conclusion of the online entry process. 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

INTEGRATED CAMPAIGNS

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 3 minutes (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.

Integrated Advertising Campaigns

- 72A B-to-B Campaign—Local
Business-to-business ad campaign using more than one medium that appears in just one market (DMA).
- 72B B-to-B Campaign—Regional/National
Business-to-business ad campaign using more than one medium that appears in more than one market (DMA).
- 72C Consumer Campaign—Local
Consumer ad campaign using more than one medium that appears in just one market (DMA)
- 72D Consumer Campaign—Regional/National
Consumer ad campaign using more than one medium that appears in more than one market (DMA)
- 73 Integrated Brand Identity Campaign—Local or Regional/National
An Integrated Brand Identity Campaign is defined as a series of mixed elements created to support a brand. Examples might include logo designs, stationery package components, signage, jingles, logo animations, etc. Entries in all Integrated Campaign categories are allowed to include up to ten executions for judging.
- 74 Integrated Branded Content Campaign—Local or Regional/National
Original content that may or may not directly promote the brand or product, but is created on behalf of the brand. An Integrated Branded Content Campaign is defined as a series of executions representing branded content and/or branded entertainment efforts across more than one medium in support of a single brand and theme (campaign). Entries in all Integrated Campaign categories are allowed to include up to ten executions for judging.

ONLINE/INTERACTIVE CAMPAIGN

- 75 Online/Interactive Campaign
Up to 10 pieces may be submitted from work that qualifies in categories 37A-47 and/or 55A-57B

PUBLIC SERVICE

(See public service advertising guidelines on pages 9–10)

Public Service Campaigns

- 76 Integrated Media Public Service Campaign
A public service advertising campaign using more than one medium. Entries in all Integrated Campaign categories are allowed to include up to ten executions for judging. Integrated Advertising Campaign entries may be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (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 offending entry to be removed from judging.

ADVERTISING INDUSTRY SELF-PROMOTION

- 77 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 American Advertising Awards-related materials, all campaign elements should be entered in the competition year FOLLOWING THE YEAR THEY PROMOTE, regardless of usage date.

Advertising Industry Self-Promotion Campaigns

- 78A Single Medium Campaign
2–4 executions from a single medium from any advertising industry self-promotion campaign.
- 78B Integrated Media Campaign
An advertising industry self-promotion campaign using more than one medium. The American Advertising Awards allows entries in all Integrated Campaign categories to submit up to ten executions for judging. Integrated Advertising Campaign entries should be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (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 offending entry to be removed from judging.

ELEMENTS OF ADVERTISING

NOTE: All entries in Elements of Advertising categories 77—81 must be physically submitted after the conclusion of the online entry process. 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

COPYWRITING

- 79 Copywriting
Copywriting for any advertising medium.

VISUAL

- 80 Logo Design
An icon, symbol, or trademark designed to represent a product, service, or organization. Entrant may submit a brief description of the client company and its purpose (max. 50 words) to help the judges understand the logo design objective. Proof of usage is required.
- 81 Infographic
A representation of information in a graphic format designed to make the data easily understandable. Proof of usage is required.

Illustration

Flat, dimensional or animated illustration, any number of colors

- 82A Illustration—Single 82B
Illustration—Series
2–4 pieces may be submitted from work that qualifies in category 82A

Still Photography

- 83A Black & White, Single 83B
Color, Single
- 83C Digitally Enhanced, Single
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.
- 83D Campaign
2–4 pieces may be submitted from work that qualifies in category 83A-C
- 84 Art Direction
Art direction for any advertising medium. Single execution or campaign.

FILM & VIDEO

- 85 Cinematography
Cinematography is defined as the art and process of creating motion picture images including considerations of lighting, photography, camera movement and angle. Cinematography for any motion picture project that qualifies as advertising may be considered eligible, regardless of the method of distribution.

- 86 Animation, Special Effects or Motion Graphics
2D or 3D visual effects, regardless of the creative method for any motion picture project that qualifies as advertising may be considered eligible, regardless of the method of distribution.
- 87 Video Editing
Video editing for any motion picture project that qualifies as advertising may be considered eligible, regardless of the method of distribution.

SOUND

- 88A Music Without Lyrics
Any original musical score without lyrics which was recorded primarily for use in any advertising. Does not include music intended for purchase including music in music videos.
- 88B Music With Lyrics
Any original music with sung or spoken lyrics, created/composed expressly for advertising. Syndicated materials, including “re-sing” jingles and library music, are not eligible for entry.
- 89 Voiceover Talent
Audio performance by a narrator, announcer or voice actor in the execution of an advertising message regardless of the audio or visual medium.
- 90 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.

DIGITAL CREATIVE TECHNOLOGY

- 91 Interface & Navigation
The creative use of tools, features and overall design of websites and apps in the area of user navigation and interface.
- 92 Responsive Design
Entries will be judged on overall site design and the quality of the user’s experience when viewed using different devices (browsers, tablets smart phones, etc.)
- 93 GPS & Location Technology
Creative use of location technology to advance or improve the principal purpose of site or app.
- 94 Augmented Reality
Creative use of augmented reality technology in the execution of a website or app.
- 95 Mobile Interaction
Creative integration of mobile technology with other media (such as print, outdoor etc) in the execution of an advertising message or campaign.

- 96 **UserExperience**
The totality of elements that make up the interface of an advertisement, brand message or campaign—including layout, visual design, text, brand, sound, and interaction. Learnability, usability, usefulness, and aesthetic appeal are key factors in users' experience.
- 97 **Data Driven Media**
Innovative use of data-driven digital media that delivers a personalized experience to each user.
- 98 **Innovative Use of Interactive / Technology**
Creative, novel and ground-breaking uses of digital technology in the design, development and execution of an advertisement, brand message or campaign.

LOCAL ONLY *These categories are not eligible to move on to district or national competition.*

- 110 **Square Pegs** - Things that don't fit in any other category

Remodeling

Took an old logo or other element(s) and freshened it/them up - show (Doesn't have to be something produced this year)

- 111A **Single Item** - Show before and after of logo or any single item/spot
111B **Campaign** - Show before and after of a body of work for a single client

Shoulda/Coulda/Woulda

Shoulda/Coulda/Woulda entered in a previous year

- 112A **Print: Single**
112B **Broadcast:**
Single
112C **Interactive:**
Single 112D
Campaign
112E **Integrated Campaign**

Best of the Never-Rans

- 113 Things that were pitched (or almost pitched) to the client that, for whatever reason, were not produced

What Were Those Judges Thinking?

This is your second chance. Did you enter something in recent years that you can't believe didn't win? Try again with a different set of judges. This may be your year to win gold!

- 114A **Single**
114B **Campaign**

QUESTIONS?

For plastic entry bags, contact Blakeley Warner at BWerner@OKPaper.com or at 817-320-7304

For category, entry prep or software questions, contact Susan Cook at SusanCookCreative@gmail.com or 817-313-1411.