

# 2018 RULES & REGULATIONS

The AME Awards team is always at your disposal. If you need additional assistance or have any questions, concerns, or suggestions, please email or call Michael Demetriades at [Michael.Demetriades@newyorkfestivals.com](mailto:Michael.Demetriades@newyorkfestivals.com) +1/212-643-4800. For technical assistance please contact Hal Goldberg or Scott Rose in processing ([processing@newyorkfestivals.com](mailto:processing@newyorkfestivals.com))

## 1. competition dates, deadlines, & fees

### IMPORTANT DATES

Accepting Entries: September 1, 2017

Deadline December 31 2017

Rush fees begin: January 1, 2018 (15% surcharge added to entry fee total).

### ENTRY FEES

Single or Campaign: \$845 USD

A separate fee applies to each category selection. If you are submitting multiple entries, send only one payment for the total amount of all entry fees. Your shipping costs, insurance, customs duties, and bank transfer fees are your responsibility. There are no media handling fees, sales tax, or VAT taxes.

**All entry fees must be paid in full before entries are processed and prepared for judging.**

### PAYING BY CREDIT CARD **\*\*PREFERRED PAYMENT TYPE\*\***

Visa, MasterCard, and American Express cards are accepted. An additional fee of 3% of your total order will be added to your invoice for all transactions completed with Visa or MasterCard; an additional fee of 3.2% applies to transactions completed with American Express.

### PAYING BY BANK TRANSFER

You are responsible for all transfer fees levied by your bank. An additional fee of \$35 USD will be added to your invoice to cover our intermediary transfer fees.

**You must include your invoice number on the wire transfer. It is the easiest way for our accounting department to successfully match your payment to your entry. All invoices must be paid in full before entries are processed and prepared for judging.**

### REFUNDS

*Refunds of entry fees will only be granted if a request is made within 14 days of submitting entries. A \$100 fee will be charged to cover administrative costs. No refunds will be made once judging begins, but entries can be withdrawn from the judging by written request.*

---

## 2. eligibility

All entries must be executed between October 1, 2016 and December 31, 2017. You may not enter a campaign that has been entered in past AME Awards, even if it did not achieve award status.

---

## 3. judging

### THE JURY

The AME Awards International Grand Jury consists of top interactive and multidisciplinary marketers, media planners, strategy directors, social media experts, and creatives who donate their time and expertise to the competition

### THE JUDGING PROCESS

Entries are judged in three rounds against high standards of creative execution and marketing effectiveness. Creative executions, details from the written marketing brief, and the overall presentation of the work are taken into consideration; outside sources for evidence of results is of key importance.

#### **ROUND 1: THE SHORTLIST**

Judges review entries from within their own regions and score each based on its own merit, not in comparison to other entries. This round determines the Shortlist.

#### **ROUND 2: THE MEDALS & GREEN AWARD**

All Shortlist entries are scored again, also by region and based on their own merits. This round determines the Bronze, Silver, and Gold winners for each region; the AME Green Award is presented to the highest scoring Gold-winning campaign that represents the ideals of resource conservation, ecology and/or the reduction of negative impacts to the environment.

### ROUND 3: THE PLATINUMS & GRAND AWARD

All Gold-winning work is scored by all judges in all regions. A Platinum Award is presented to the top-scoring entry in each region, regardless of category.

**Note:** An entry must win a Gold medal to qualify for a Platinum Award. If there are no Gold-winning entries in a particular region, no Platinum Award will be awarded for that region. The Grand AME Award will be presented to the campaign that earns the highest score across all regions in this round

### THE REGIONS

- NORTH AMERICA
- LATIN AMERICA
- EUROPE
- ASIA PACIFIC
- MIDDLE EAST & AFRICA

**Note:** If there are not enough entries received from a particular region to merit a full judging session, those entries will be added to the judging session for the nearest region.

---

## 4. scoring

Judges are asked to evaluate each entry based on 4 specific criteria, each weighted according to importance:

- Results & Effectiveness - 30%
- Idea - 25%
- Execution - 25%
- Challenge/Strategy/Objectives - 20%

---

## 5. submission of entries

All entries must be submitted through the online entry system found on [ameawards.com](http://ameawards.com).

Offline paper entry forms are not accepted.

**You must have an AME Awards account to enter.** To begin, create an account or log in to your existing account.

**To prevent possible data loss, you must be logged in before beginning the online entry process! Once you are logged in and have provided basic information for your entry, you will be able to select categories from the menu and proceed as directed.**

You may submit a single piece or campaign into multiple categories without filling out separate entry forms. Simply click the box next to each category you wish the entry to be considered. Please note that a separate entry fee is applicable for each category.

Review all of your entry data/information before submitting and proceeding to checkout. A printable record of the total for all your entries, including an invoice for the total amount due will be automatically generated at checkout and emailed to you.

**The entry process is divided into 6 stages:**

1. cover page
2. case brief
3. category selection
4. supporting materials
5. credits
6. review & checkout (in 4 parts)

A few helpful tips as you go through the process:

- You can navigate through the 6 different steps of the entry form with the banner at the top.
- Click "save & continue" to proceed to the next step.
- Click "save & finish later" to continue at a later time. Your unfinished entry will be in your cart when you log back in.
- All fields throughout the form are required unless otherwise indicated.
- There's a lot of helpful info in the Rules & Regulations; we recommend reading through it before you start.

The AME Awards continues to uphold the highest standards for entry integrity and has long been aware of so-called “scam campaigns”—campaigns that were either never published or were published without the full knowledge and consent of the client. Our Scamguard system requires jury members to flag suspicious campaigns and include comments in support of their doubt of its authenticity. Every flagged entry will be investigated; should the evidence prove the campaign to be a scam it will be disqualified, and the entering company will be barred from entering our competitions for a period of three years.

### **step 1: cover page**

Tell us the basics about your campaign. All fields are required unless otherwise indicated.

- entry title
- brand name
- product/service type
- advertiser
- advertising agency
- country of entry
- creative director
- creative director email

### **step 2: case brief**

This is where you get into the details of your entry—everything from the nuts and bolts to the grand plans and glorious results.

As per the jury’s request, your long-form answers should be no more than 150 words. Be clear and concise, think about what a judge really needs to know to score your entry fairly, and include independent sources for your results. All fields are required unless otherwise indicated.

### **would you like to keep the contents of this case brief confidential?**

Our [Winners Showcase](#) at [ameawards.com](#) features our winners’ support materials and campaign summaries.

We are also pleased to announce a content partnership with WARC, an online service offering advertising best practice, evidence and insights from the world’s leading brands. WARC helps clients grow their businesses by using proven approaches to maximize advertising effectiveness. WARC’s clients include the world’s largest advertising and media agencies, research companies, universities and advertisers. WARC also publishes leading journals including Admap, Market Leader, the Journal of Advertising Research and the International Journal of Market Research. In addition to its own content, WARC features advertising case studies and best practices from more than 50 respected industry sources, including: The Advertising Research Foundation, Cannes Lions, Effie Worldwide, Association of National Advertisers, ESOMAR, 4A’s, The IPA and DMA.

WARC hosts five annual case study competitions: WARC Awards, WARC Media Awards, WARC Innovation Awards, WARC Prize for Asian Strategy and WARC Prize for MENA Strategy.

Founded in 1985, WARC is privately owned and has offices in the UK, US and Singapore.

Please indicate whether we may publish these parts of your entry should your campaign achieve winner status. If you select “No,” these items will only be seen by competition staff and judges.

Should you wish to be listed on either our [Winners Showcase](#) or with WARC, you may submit edited support materials to conform to your confidentiality standards.

### **campaign start date • campaign end date**

All entries must be executed between October 1, 2016 and December 31, 2017.

### **campaign description**

Give us a top-level description of your campaign.

- new product launch
- brand rejuvenation
- brand or line extension
- brand repositioning or restaging
- market expansion (by category or region)
- target expansion (to build incremental volume)
- corporate identity building
- multi-segment chain-value marketing
- other (please offer specifics)

### **campaign cost**

How much did you spend on your campaign, from brief to execution?

- low-budget (under \$100,000)
- \$100,000-\$1 million
- \$1-5 million
- \$5-10 million
- \$10-25 million
- over \$25 million

### **campaign scope**

If your campaign is international, indicate whether it's in a standardized format (meaning the executions did not change when the campaign crossed national boundaries, except for perhaps language) or an international core campaign (meaning the campaign was based on a set of core concepts and adapted to different demographic and cultural groups).

### **campaign summary**

Tell us about the campaign, including important aspects considered in its conception, and its accomplishments. If your entry earns a place on the AME Awards Shortlist, this summary will be used in the Winners Showcase, so do not include any confidential information.

### **campaign goals**

Briefly outline the objectives your campaign was created to meet.

### **marketing context**

Specify the language, cultural, and political sensitivities considered as well as market conditions for this product or service. For international campaigns, indicate how cultural variations impacted the marketing and communication strategies. Be clear about the place in the life cycle of this campaign, product or service occupied within its marketplace. Indicate if this is a first-time campaign, an adjustment to an existing campaign, or an addition to a previous campaign.

### **target audience**

Be specific: age, gender, religion, national, and ethnic groupings. Be sure to include why you chose those audiences.

### **campaign planning**

Describe the thoughts, ideas, and disciplines used as you mapped out the marketing and communication strategy of your campaign.

### **marketing & media strategy**

Specify the marketing, advertising, and media strategies used. Include examples of how the target audience, campaign objectives, and marketing situations influenced the choices, and why you expected these strategies to achieve your desired results. Tell us which media were used, and why. If your media choice differed by target audience, provide the context for each use.

### **creative executional strategy**

Explain the creative approach taken in crafting the various executions. What insights or understandings of the market or the brand led you to approach your objectives with this strategy for your target audience? What was the specific impression or image you desired for the execution?

### **evidence of results**

Clearly state the campaign's accomplishments and describe the most impressive results in terms of the set objectives. Be specific in tying the results to these objectives, as well as to your strategies (marketing and communications, media, and creative) and targets. Indicate the effect of the media choice, if any, on the intended results. Tell us what you would do again, what you wouldn't, and why.

*This section is very important to the judges, and an area they repeatedly cite as lacking. Provide brief but convincing documentation, citing independent evidence wherever possible. You may index your evidence of sales results, if you wish. Note that by submitting your entry form, you are asserting that all reported results are accurate and verifiable.*

### **other awards (optional)**

In what other competitions has this campaign earned awards?

### **step 3: category selection**

You may enter this campaign into more than one category using this one form. A separate entry fee for each category is required. Select all categories in which you wish to enter this campaign. See section 6, categories for a full list.

#### **step 4: support materials**

We recommend uploading all supporting material for your entry directly to our server, except for collateral entries as noted in section 9, "Technical Guidelines." Files larger than 1 gig can be uploaded to our server. You have 2 choices for uploading your support material:

1. You can upload your pieces from within the entry process at the end of Step 1.
2. You can wait until after checkout, and add your pieces later using the upload link you'll get with your invoice.

Both methods will upload the supporting material for your entry directly to our server. You may enter up to 6 pieces in support of your entry—a case video (strongly recommended), PDFs of print executions, commercial spots, media coverage, whatever you have that will help the judges better understand your campaign and its effectiveness. If your support materials were in a language other than English, a translation is required. A transcript in English of all audio files is required, regardless of the original language.

**If you are submitting a case video, please include it as Piece #1.**

**Hint:** If you really feel strongly that the judges need to see more than 6 executions from your campaign, try bundling the same types of material together—for example, put all print ads in 1 PDF, and that will count as 1 piece; 2, 30-second spots in the same .mov will count as 1 piece.

Please see section 9, [Submission of Entry & Technical Guidelines](#), for important information about formats and uploading your support materials.

#### **step 5: assign credits**

We recognize the amount of work that must be done when entering awards competitions, and that entering your credits along with preparing the creative for submission can be very time consuming and frustrating. To alleviate some of the workload, you are not required to provide additional credit information as part of the entry process. Only entries that reach Shortlist status will be required to enter additional information (names and titles of the people and or companies associated with the creation of the work) so that the entire team can be recognized on the web, in publications, in press releases, on our website, and in our showcasing venues. Please see section 10, [Credits](#), for formatting guidelines and more information.

#### **step 6: review & checkout (in 4 parts)**

We must receive payment information within 7 business days following the completion of your online entry, otherwise the entries may be withdrawn from the competition.

##### **part I**

Please review your entry carefully. If you find any errors, you can make edits here.

##### **part II**

Here you'll see each of your entries with subtotals and a grand total. You can edit or delete entries from here.

##### **part III**

Please give us your billing and payment information. If paying by check, please make it payable to INTERNATIONAL AWARDS GROUP, LLC.

##### **part IV**

Please confirm your order. Once you click "confirm & process your order," you'll see a printable version of your invoice, a copy of which will also be automatically sent to your email.

---

## **6. categories**

You may enter the same item or campaign in more than one category, however a separate fee is applicable for each category selection. While you may enter the same campaign into several categories with one form, a separate form must be filled out for each individual campaign. A printable record with a total of all entries will be automatically generated at checkout and emailed to you.

## Products & Services

- PS01 automotive (cars, motorcycles, RVs, parts, repairs, tires, accessories, fuel)
- PS02 beverages, alcoholic (beer, wine, hard liquor)
- PS03 beverages, non-alcoholic (juice, soda, coffee, energy drinks)
- PS04 business-to-business (human resources, recruitment, skills assessment, accounting, technical support)
- PS05 children & teen (services, social media sites, outreach)
- PS06 corporate (image, information, recruitment, rebranding, internal communications)
- PS07 education (brick-and-mortar or online programs; language classes, instructional sessions)
- PS08 electronics, business machines (copiers, fax machines, telecommunications systems)
- PS09 electronics, consumer (phones, digital cameras, televisions, personal computers, MP3 players)
- PS10 entertainment / event promotion (concerts, parties, street fairs, cultural programs)
- PS11 financial services (banks, insurance, investment)
- PS12 food, non-retail (grocery items, baby food, snacks, confections)
- PS13 food, retail & restaurants (franchise promotions, grand openings)
- PS14 government / politics (informational sources, policy or program communications)
- PS15 healthcare products & services (prescription or OTC medications, first-aid products, home health aides)
- PS16 household (appliances, furniture, décor, pet products)
- PS17 luxury items
- PS18 media promotion (news programs, newspapers, magazines)
- PS19 olympics
- PS20 personal items (apparel, accessories, personal care, cosmetics, toiletries)
- PS21 professional services (legal, accounting, technical support)
- PS22 real estate
- PS23 retail stores (promotions, grand openings)
- PS24 sport & leisure (travel, recreation, toys, games, sporting goods)
- PS25 sports promotion (game day, special events, playoffs)
- PS26 technology (maps, professional services)
- PS27 utilities (power, conservation, public awareness)

## Special Benefit

- SB01 civic / social education
- SB02 environmental issues
- SB03 philanthropic appeals
- SB04 promotion of peace / human rights
- SB05 promotion of health & human services

## Use of Discipline

- UD01 augmented reality
- UD02 branding
- UD03 corporate image
- UD04 design
- UD05 direct response
- UD06 integrated (mixed media)
- UD07 interactive
- UD08 low-budget (<\$100,000 USD)
- UD09 media planning
- UD10 new product / service launch
- UD11 product placement
- UD12 promotions
- UD13 public relations
- UD14 social tv
- UD15 sponsorship
- UD16 technology
- UD17 trade show

## Use of Medium

- UM01 branded entertainment
- UM02 collateral
- UM03 events
- UM04 games
- UM05 guerrilla / alternative media
- UM06 mobile / cellular / hand-held device
- UM07 online
- UM08 outdoor / transit / out-of-home
- UM09 point-of-purchase
- UM10 pop-up stores
- UM11 print
- UM12 radio
- UM13 social media
- UM14 social video
- UM15 tablets
- UM16 tv & cinema
- UM17 website



## 7. disposition of entry

By entering, you grant International Awards Group, LLC and AME Awards (with the right for AME Awards to sublicense such rights to Warc, Inc) a non-exclusive license in perpetuity to showcase, display, exhibit, publish, reproduce and/or distribute the submission throughout the world, in all languages and in any medium. By granting this license the entrant is the exclusive owner of the submission or, if the submission contains material which is owned by a third party, has obtained permission from the copyright owner(s) to grant this license. The entrant also warrants and represents that the entry does not contain anything which is libelous, unlawful, offensive, harmful, or infringes the rights of others, or that is a breach of any duty of confidentiality.

By entering, you also agree to hold International Awards Group, LLC and AME Awards and any of its affiliated companies exempt from any costs or expenses of any claim arising out of such use.

Entries and materials submitted will not be returned unless requested in writing before submission.

---

## 8. awards

Winners will receive one award per entry (either a trophy or a certificate, depending on the final status the entry earns) with credits as detailed in [Section 10](#). Additional trophies are available at the [AME Awards Store](#) and can include personalization to recognize the contributions of individuals involved with the entry.

Winners will be announced in late February, 2017. Press releases will be sent to international wire services and to the international, regional and local advertising trades. All winners will be published on our website and promoted via our media partners, as well as our international representatives, in their publications, press releases and live events.

---

## 9. submission of entry & technical guidelines

We recommend uploading all supporting material for your entry directly to our server, except for collateral entries as noted. Files smaller than 1 gigabyte can be uploaded to our server (details below).

You have two choices for uploading your support material:

1. You can upload your pieces from within the entry process at the end of Step 1.
2. You can wait until after you checkout, and add your pieces later using the upload link included on your invoice.

**\*If your file is over 1 gig you may contact us for an alternate upload link, see [tech requirements below](#).**

Both methods will upload the supporting material for your entry directly to our server.

### **Technical Requirements for Upload**

#### **Audio**

Standard MP3 format (MPEG-2 Audio Layer III), stereo or mono, 44.1 kHz, 16 bit sampling, minimum sample rate: 160 kbps. Please include a script of the piece in the translation field, even if it is in English.

#### **Images**

.jpg file format, maximum quality, 300 dpi resolution in RGB color, 2000x3400 pixels (portrait or landscape).

**Note:** .jpps in CMYK format are NOT accepted.

.pdf - Please use PDF version 1.5 or higher (generated by Adobe Acrobat Version 6 or higher.)

CRAFT: Photography entries not being submitted on hard copy should be pre-press ready with all fonts embedded.

#### **Video**

All videos must use the H.264 at Main Level compression profile. The audio must be encoded in Stereo using the MPEG 4/AAC compressor with 16 bit sampling at either 44.1 kHz or 48 kHz.

For SD files: Acceptable frame rates: 25 fps (PAL); 29.97 fps (NTSC). Acceptable frame sizes: 720x576 for PAL; 720x486 for NTSC (both with rectangular pixels per ITU-R Recommendation BT.601). Ten bit video sources are preferred.



### **Online Entries: File Size Under 1 Gigabytes**

If you do not upload your entries within the entry process at the end of Step 1, you will find a separate upload link for each of your pieces at the bottom of the invoice automatically emailed to you after checkout. Please be sure to upload all pieces.

For HD files: Acceptable frame rates: 23.98p, 24p, 25p/50i, 29.97p/59.94i and 59.94p. Acceptable frame sizes: 1920x1080 and 1240x720.

Please maintain the original frame rate and frame size of your source material. If you have any questions, please contact [processing@ameawards.com](mailto:processing@ameawards.com).

### **Websites and Online Advertising**

Not only can you submit websites as entries, you may also set up a web page with your supporting creative material instead of uploading it to our servers. Just provide the URL in the proper place on the entry form. Please refrain from branding the page with the entering company's logo.

The URL should lead directly to your entry and not require a password or login. All submitted URLs must be active from the time you submit your entry at least through March 2017, and permanently if your work earns an award. If you do not wish to keep the URL live, please submit original files for showcasing.

When entering a website, please consider including a walk-through video (see specs above) of your site so the judges are sure to see the work you are most interested in showing. This is strongly suggested, but not required.

### **Collateral Requirements**

Direct mail, catalogs, brochures, detailed sales aids, annual reports, calendars, novelty promotional items such as key-chains, cups, medical models, T-shirts, etc. must be sent via courier or post for judging. Each entry must be in a separate envelope with its Item ID label attached. A copy of your invoice must be included with the shipment.

Send labeled materials and the copy of your invoice to:

AME Awards  
260 West 39th Street, 10th Floor  
New York, NY 10018, USA  
Phone: +1/212-643-4800

During the entry process, you will be prompted to upload a hi-res photo of your collateral piece for judging and showcasing purposes. If you do not wish to upload this photo during the entry process, you must include one on DVD or USB in the package with your piece.

### **Online Entries: File Size Over 1 Gigabyte**

To upload entry files larger than one gigabyte, **the same technical requirements outlined above apply**. You can either receive a link to upload your documents or send a link to download your documents.

To RECEIVE A LINK TO UPLOAD: Please email [processing@ameawards.com](mailto:processing@ameawards.com) placing in the subject line the title of your entry AND the corresponding six digit item id number from the invoice. You will receive a reply with a Dropbox link for you to upload your file. Once you have completed the upload to Dropbox, we will audit the file and contact you if there are any issues before it goes into judging.

TO SEND A LINK TO DOWNLOAD: If you would prefer to send us a link from which we may download your file, please email the link to [processing@ameawards.com](mailto:processing@ameawards.com). Placing the title of your entry AND the corresponding six digit item id number from the invoice in the subject line. Please make sure the file we will be downloading is not labeled with anything except the corresponding six-digit item id number from your invoice.

Example:

123456-1.mov  
123456-2.jpg  
123456-3.pdf

THE FOLLOWING FORMATS ARE NOT ACCEPTABLE:

AgencyName123456-1.mov  
EntryTitle123456-2.jpg

If you have questions about the upload process or technical questions, please contact: [processing@ameawards.com](mailto:processing@ameawards.com).

### **Offline Entries**

Please follow the below guidelines carefully. Every piece you submit via post must include a copy of your invoice which will be emailed to you after checkout. This is the only way we can match your work to your entry.

Insert each piece in an envelope with a copy of the entry form or printed invoice and translations (non-English entries only). Label the envelope clearly with company name, category, entry title, and Item ID numbers. You must prepay all shipping costs, insurance, customs duties, and handling fees for all entries. We cannot assume responsibility for customs clearance.

Send labeled materials, along with a copy of your invoice and any fees still due, to:

AME Awards  
260 West 39th Street, 10th Floor  
New York, NY 10018, USA  
Phone: +1/212-643-4800

### **Audio**

Entries must be submitted in MP3 format on DVD, USB or CD. Be sure to name each entry file. Please include a script of the piece in the translation field.

### **Images**

Entries must be submitted in .jpg file format (300 dpi, maximum quality, RGB color, 2000 pixels by 3400 pixels) or as a PDF version 1.5 or higher (generated by Adobe Acrobat Version 6 or higher) on DVD or USB. Insert each piece in an envelope with a copy of the entry form or printed invoice and translations (non-English entries only). Label the envelope clearly with company name, category, entry title, and Item ID numbers.

### **Video**

Video entries may be submitted on USB or DVD as .mov files using H.264 at Main Level compression. (Utilizing the same specifications as on-line submissions.). Video entries may also be submitted as standard PAL or NTSC video DVDs.

Please maintain the original frame rate and frame size of your source material, reducing the compression quality only if necessary to fit on the disc. All entries should be submitted together on a single DVD or USB, if possible. If submitting a DVD that is burned in-house, please remove all region and security encryption.

**We no longer accept Digibeta or any tape-based media.**

---

## **10. credits**

You may use any title you wish for the people involved in the creation of the work, but please be sure to include everyone so the entire team can be recognized on the web, in publications, in press releases, on our website, and in our showcasing venues. Customized personalized awards will be available immediately following the announcement of winners.

### **Character Limits**

When entering your credits, please be aware there is a maximum of 55 characters (letters, symbols, and spaces) allowed per line when using upper and lower case characters. If you use UPPER CASE CHARACTERS, the limit is 35 characters per line. You will be able to preview your credits before you move on to the next page.

If you earn an award, all provided credits will be published on the website, but space limitations prevent full credits from being listed on trophies and Finalist Certificates (see "Trophy Credits," below). Please review for accuracy, and list each credit only once—credits do not need to be repeated.

Talent names and job titles must be in proper case (first letters of each word capitalized). Please do not use all capital or all lowercase letters. Do not use commas to separate first and last names or job titles. Do not abbreviate job titles unless necessary to adhere to character limits. If listing multiple names or titles, separate with slashes. A few examples:

John Doe, Creative Director  
John Doe / Jane Doe, Creative Directors  
Jane Doe, Creative Director / Art Director

### **Credit Order**

Please enter your credits in order of rank, with the highest-ranking team member first.

### **Trophy Credits**

Trophies will feature five lines of credits, taken directly from your entry form:

- Line 1: Entering Company
- Line 2: Brand/Sponsor
- Line 3: "Title of Entry"
- Line 4: Category
- Line 5: Year & Competition

### **Certificate Credits**

Certificates feature all credits from lines 1-5 above, plus additional credits you supply for lines 5-10:

- Line 1: Entering Company
- Line 2: Brand/Sponsor
- Line 3: "Title of Entry"
- Line 4: Category
- Line 5: Year & Competition
- Line 6: Company and/or Person(s) Name(s) & Job Title(s)
- Line 7: Company and/or Person(s) Name(s) & Job Title(s)
- Line 8: Company and/or Person(s) Name(s) & Job Title(s)
- Line 9: Company and/or Person(s) Name(s) & Job Title(s)
- Line 10: Company and/or Person(s) Name(s) & Job Title(s)

### **Website Credits**

The website will feature the full complement of credits you supplied, up to 15 total:

- Line 1: Entering Company
- Line 2: Brand/Sponsor
- Line 3: "Title of Entry"
- Line 4: Category
- Line 5: Year & Competition
- Line 6: Company and/or Person(s) Name(s) & Job Title(s)
- Line 7: Company and/or Person(s) Name(s) & Job Title(s)
- Line 8: Company and/or Person(s) Name(s) & Job Title(s)
- Line 9: Company and/or Person(s) Name(s) & Job Title(s)
- Line 10: Company and/or Person(s) Name(s) & Job Title(s)
- Line 11: Company and/or Person(s) Name(s) & Job Title(s)
- Line 12: Company and/or Person(s) Name(s) & Job Title(s)
- Line 13: Company and/or Person(s) Name(s) & Job Title(s)
- Line 14: Company and/or Person(s) Name(s) & Job Title(s)
- Line 15: Company and/or Person(s) Name(s) & Job Title(s)

### **Credit Entry Assistance**

The AME Awards uses Your Awards Company, Inc. to process entries into our competitions, and we are delighted with the services they provide. They offer a unique service to our entrants: They will do the busywork of entering your credits for a nominal fee of \$100 per entry. They also provide complete entering services, including uploading of your work. If you are interested in their services, send an email to [info@ameawards.com](mailto:info@ameawards.com).

---

## **11. text formatting**

To better judge and showcase your work, please adhere to the following standards for text formatting.

### **TITLE OF ENTRY AND BRAND NAME**

Proper case (first letters of each word capitalized) must be used in the title and brand name. Campaigns must be named with a single series title or with individual ad titles separated by slashes.

*Single entry example:*

Title of Entry

*Campaign example:*

Title One / Title Two

*Campaign example with overall title:*

Campaign Title: Title One / Title Two

**CLIENT / BRAND URL**

Submit client or brand web addresses ONLY.

*Example:*

www.ameawards.com

**TRANSLATION / SYNOPSIS**

Include text in sentence case (first letter of each sentence capitalized). Do not use all capital or all lowercase letters.

*Example:*

This entry was created to support the release of a movie. It was released worldwide.

**we're here for you.**

Contact [processing@ameawards.com](mailto:processing@ameawards.com) if you need additional assistance or have any questions, concerns, or suggestions. You can also call us at +1/212-643-4800.