

The American Advertising Federation ADDY® Awards

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

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

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

Selection of the most creative entry in each category is effected by a scoring process in which a panel of judges evaluates all creative dimensions of every entry. In each category, a Gold ADDY® is recognition of the highest level of creative excellence and is judged to be superior to all other entries in the competition. Entries that are also considered outstanding and worthy of recognition receive Silver ADDYs®. The number of awards given in each category is determined by the judges, based on the relative quality of work in that category.

The Student ADDY Awards is also a three-tier national competition, which is sponsored by the AAF and National Ad 2. Occurring in conjunction with the prestigious ADDY Awards, the Student ADDY Awards recognize and reward creative excellence by students. Information on entering the Student ADDY Awards may be found on page 19.

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.

STUDENT ADDYs

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

Please note: Return of entries is NOT guaranteed. Comps, original photographs, illustrations, etc. all become the property of the AAF and will not be returned. Work created for NSAC competitions will be eligible for entry into the Student ADDYs in the year following their presentation.

Local Entry Fee: \$20

Eligibility requirements:

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

How to Enter

Visit www.addycompetition.com, click on the Enter the ADDYs. You will be directed to the competition site and may login as an entrant. Review the category list to find where your work should compete, and follow the simple drop down menus to enter your information. Make sure you credit the members of your creative team, so that they will be recognized properly in press releases and other AAF winner publications. Submission of entries acknowledges the right of the AAF to use them for publication, exhibition and marketing of the ADDY® show.

Deadlines

Local deadline information is available from AAF Greenville at www.aafgreenville.org. After preparing your entries in the manner outlined in this guide, deliver your entries, on or before the deadline (**January 18, 2008**), to the location indicated. Since you must enter your local ADDY® competition to be eligible for district competition, it is important that you do not miss this deadline.

Shipment of Entries

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

AAF Greenville Student ADDY Competition
c/o Corey Hudgins
Erwin-Penland
125 East Broad Street
Greenville, SC 29601

Student Auto-forwarding:

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

Categories:

SALES PROMOTION

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

- 1A. Packaging
The container, cover or wrapping for a product.
- 1B. Point of Purchase
Promotional advertising or display unit that attends the product or service at the specific sale location.

COLLATERAL MATERIAL

- 2A. Stationery Package
May include flat printed or multiple process stationery. May contain one or more pieces of letterhead, envelope and/or business cards. any number of inks or processes (such as thermography, engraving, embossing, die-cutting, foil stamping, folding, etc.) may be used.
- 2B. Brochure, 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.

- 2C. Poster
A single sheet, advertising or promotional piece intended for mounting and display for a product, service or event. Does not include point-of-purchase materials, nor any signage that is eligible in the Out-of-Home categories.
3. **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. The method of shipment (self-mailer indicia, envelope, etc.) **MUST** be evident and included with the entry.
4. **OUT-OF-HOME**
The outdoor display of advertising messages, notices or events, commonly associated with standardized wooden or metal structures, that are delivered to mass (outdoor) audiences on sidewalks, streets, roadways, etc.
5. **NON-TRADITIONAL ADVERTISING**
Non-Traditional Advertising – also defined as alternative, buzz, grassroots, guerilla, viral or word-of mouth advertising. It is generally defined as an unconventional way of performing advertising and/or promotional activities. Examples of non-traditional advertising would be advertising on window clings, street stickers and stencils. It can also include wild postings, telephone poles, cell phone advertising, forehead or tattoo advertising. Please note that some entries entered into this category fit into a traditional category and will be moved to the appropriate category. Non-traditional entries **MUST** be accompanied by proof of usage. Include a short paragraph describing the event or how the entry appeared.
- 6A. **Single CONSUMER or TRADE MAGAZINE AD**
Trade Publication: Advertising that is placed in periodic publications whose primary circulation/ distribution is aimed at a specific trade or industry target audience (dealers, distributors, jobbers, manufacturers, etc.) within the various Standard Industrial Classification (SIC) codes.
Consumer Publication: Advertising that appears in periodic publications whose circulation/distribution is made to the general public, and/or an unspecified industry target audience
Fractional Page: Any ad in a trade or consumer publication, regardless of (page) size/dimensions, that does not fill a full-page unit.
Full Page: Any ad in a trade or consumer publication, regardless of (page) size/dimensions, that does fill a full-page unit.
Spread, Multiple Page or Insert: Ad unit(s) in a trade or consumer publication that exceed a full page, regardless of the (page) size/dimensions. Includes facing pages, two or more ads in succession, page ads with foldouts, inserts, etc.
- 6B. **MAGAZINE AD CAMPAIGN**
Two to four ads for the same client, with a common theme. May be placed in the same publication issue (excluding single entry spreads/multiple-page units), in separate issues of the same publication, or in issues of other trade or consumer publications.

NEWSPAPER

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

- 7A. Ad
7B. Insert
7C. NP Ad or Insert Campaign (2–4 ads)

INTERACTIVE MEDIA

For Websites and all online entries, submit the URL. In addition, it is required that you submit a printed, 8.5" x 11" color screenshot of the homepage, pop-up, banner, etc. and a CD (Mac OS or PC compatible) of the website/entry. The screenshot is for reference and gallery presentation only. The CD is to be used only in emergency situations where Internet access or unexpected hosting situations make viewing the actual website online impossible. Judging will be done online using the URL whenever possible. **URLs should not require any username or password for access.** In cases where this already exists, the entrant should create an independent URL. In the event that a website is database driven, please indicate this on the entry as explanation for lack of CD being included. For Disk-Based Sales Packages, submit on CD/DVD.

- 8A. Web Site
- 8B. Interactive CD/DVD
- 8C. Online advertising (pop up/banner/email/other)

EDITORIAL DESIGN

Not intended for submission of entire book or magazine.

- 9A. Cover
- 9B. Editorial Spread or Feature (One editorial spread or feature per entry)
- 9C. Series (Covers or spreads)

10. RADIO

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

Within the radio category, commercials aired on stations in more than one "metro" (even if placed on only one station in each of two "metros") do not qualify as "local." Any time a commercial extends past one "metro" (two or more), it is defined as regional/national and must be entered accordingly.

Two to four commercials for the same client, with a common theme that are placed in one market only (no more than one "metro") are considered a campaign. If placed in two different markets, they do not qualify as a local campaign. Audio CDs are the only accepted audio format. No AIFF, MP3, WMV or WAV files.

11. TELEVISION (TV)

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

12. CAMPAIGNS

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

• **Mixed Media = two to six media**

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

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

ELEMENTS OF ADVERTISING

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

13A. Logo

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

13B. Illustration

Flat or Dimensional (any number of colors)

13C. Photography

Black and white or color

13D. Animation

Entry Submission

(PLEASE NOTE THIS IMPORTANT CHANGE)

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

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

If a transparent, plastic envelope is used, insert the two copies of the entry form securely inside the envelope behind the physical entry. The entry should be all that is seen. Firmly affix the entry number to the **BACK** of the entry.

If a manila-type envelope is used, the entry number label should be attached to the back of the piece. Spray-mount the entire entry form on the front of the envelope. Insert a copy of the entry form inside the envelope

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

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

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

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

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

Entry Identification

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

Broadcast, Audio Visual or Computer Presentation Entries

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

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

Campaign Entries

A **SINGLE MEDIUM** campaign is no less than two and no more than four total pieces in the entry. A **MIXED/MULTIPLE MEDIA** campaign has two or more executions spread over two or more media. There must be a minimum of two media used, but no more than six. There can be no more than four ads per medium, with a maximum number of nine total pieces in the entry.

Judging Procedures

Judging will be conducted in accordance with the guidelines found on the addycompetition.com web site. Decisions of judges and the NAC, including eligibility, qualifications and appropriate category placements, are final.