

# AMERICAN ADVERTISING AWARDS

## RULES & CATEGORIES 2017–2018

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 your local Ad Club 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—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 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. Information on entering the American Advertising Awards Student Division may be found at [AmericanAdvertisingAwards.com](http://AmericanAdvertisingAwards.com).

### How to Enter

Visit the AAF Las Vegas ADDYS website and click on “Register for Professional Competition”. 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.



### **Deadlines**

Local deadline for entries is January 23, 2018. Late entries will be allowed until February 2, with a \$10 late entry fee applied. After preparing your entries in the manner outlined in this guide, deliver the entries, before your local deadline, to the location indicated by your local Ad Club. Since you must enter your local American Advertising Awards competition to be eligible for district and national judging, it is important that you do not miss this deadline.

### **Eligibility Requirements**

- All work entered in the American Advertising Awards competition must have first appeared between January 1 and December 31, 2017.
- 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 [AmericanAdvertisingAwards.com](http://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.

### **“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.

### **Entry Fees**

Local entry fee information is available on the competition entry website, or from your local AAF Ad Club. Since there is often a substantial savings in entry fees for AAF members, you should consider joining your local Ad Club. Some of the benefits of membership include: personal and professional development through regular meetings and workshops; networking opportunities; a voice in legislative issues; and member discounts on business related services.

### **All Entries Must**

- Meet all eligibility and deadline requirements.
- Be entered in the correct category and be correctly identified.
- 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 appropriately-sized envelope. The national American Advertising Awards Committee (N3AC) recommends transparent, plastic envelopes found in most office supply stores and catalogs. Manila envelopes may also be used. Please consult with your local club for physical entries as specifications may vary.

**Mounted entries may be disqualified.**

If a transparent plastic envelope is used, insert two copies of the entry form securely inside the envelope 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 manila envelope is used, spray-mount the entire entry form and attach to the front of the envelope. Insert a second copy of the entry form inside the envelope. Also 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 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. 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 an appropriately sized envelope 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](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. 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 sent to the address indicated by your local Ad Club competition. All entries become the property of your local Ad Club, district, or the AAF and will not be returned. Do NOT send original or irreplaceable artwork. It will NOT be returned.

### **Forwarding of Winners**

Only work that has won a Gold ADDY or a Silver ADDY in a local 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 local Ad Club competition, it will be automatically forwarded to the district competition with fees paid by the local Ad Club. 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](#). 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.

**Direct Mail**

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.

- 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)

Public Service Print Advertising

Public service advertisement placed in any print medium.

22A Single Unit—Any Size

### **22B Campaign**

2–4 pieces may be submitted from work that qualifies in category 22A.

## **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 Occurrence  
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. 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, GAMES AND VIRTUAL REALITY**

**Apps, Games and Virtual Reality**

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.

**39E Virtual Reality—Single**

The computer-generated simulation of a three-dimension image or environment that can be interacted with in a seemingly real or physical way by a person using special electronic equipment.

**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. 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 79–84 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. **Digital entries can be uploaded and do not require a physical entry.**

## 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.

## Art Direction

Art direction for any advertising medium.

- 84A Art Direction—Single  
84B Art Direction—Campaign  
2–4 pieces may be submitted from work that qualifies in category 84A.

**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.
- 86A 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.
- 86B Computer Generated Imagery (CGI)**  
Computer graphics to create or contribute to images in art, printed media, video games, films, television programs, shorts, commercials, videos and simulators.
- 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. **User Experience**  
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.

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