

AMERICAN ADVERTISING AWARDS

AAF Madison Rules & Categories for 2018-2019

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 the AAF Madison Club competition is the first step toward winning a national ADDY.

Entering the American Advertising Awards supports the entire advertising industry, because 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.

How to Enter

We recommend using Mozilla Firefox or Google Chrome for your browser.

After 12/1/2018 visit <https://enter.americanadvertisingawards.com/a/organizations/08-MDS/home>

This link should automatically take you to the Madison competition. You will be directed to the competition site to register as an entrant. If you entered last year, the same log on and password can be used. If you did not enter last year, then you will need to register and create a username and password.

NOTE: YOU MAY LOG IN AND ADD OR REVISE ENTRIES AT ANY TIME UNTIL THE ENTRY DEADLINE.

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 AAF to use them for publication, exhibition and marketing of the American Advertising Awards show. Follow the *How to Submit and Prepare Entries* directions below.

ELIGIBILITY

All work entered in the competition must have first appeared between January 1 & December 31, 2018. Entries must be “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. 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). 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.

‘REAL’ ADVERTISING

The expressed intent of the competition is to recognize and reward creative excellence in the legitimate everyday workplace of advertising. Copyright infringement and/or plagiarism, intentional or unintentional, will result in the disqualification and, if applicable, removal of awards from any entry deemed in violation with entry fees forfeited.

SPECIAL AWARDS

AAF Madison has three Judges Awards as well as a Best of Show award. Work entered in the Advertising Industry Self-Promotion or Public Service Sub-Categories is not eligible for Best of Show consideration.

DEADLINES

Entries are due by noon on January 10, 2019.

If submitting work that is not fully digital as described on page 4, plan on coming to the below location at the dates listed to drop off your submissions:

**Adams Outdoor Advertising
102 E. Badger Rd, Madison, WI**

Wednesday, January 9 - Noon to 5:30 pm.

Thursday, January 10 - 7:30 am. to Noon (final deadline)

If you unable to drop off your entries on the above specified dates, you may Fed Ex your items to the below address. **Entries being shipped must be received by noon on Tuesday, January 8, 2019.**

Morgan Murphy Media % Robin Wendt. 7025 Raymond Road Madison, WI 53719

HOW TO SUBMIT ENTRIES IN THE AWARDS SITE

1. Go to www.AAFMADISON.org & select the link to enter or use the direct awards link on page 1.
 2. Complete the online entry information for the work you wish to submit.
- NOTE: YOU MAY LOG IN AND ADD OR REVISE ENTRIES AT ANY TIME UNTIL THE ENTRY DEADLINE.
3. Click Save and Next at the bottom of each page.
 4. On the last page, click Add to Cart to proceed to checkout.
 5. On the Review & Checkout page, please make sure the title of the project & the category is correct.
 6. If some information needs correction, click Make Changes.
 7. If you want to submit the same project into another category, click Copy Application.
 8. If you want to submit another project, click Make Another Submission.
 9. If everything you wanted to submit is already in the list and all details are correct, click Checkout.
 10. Enter payment details and click process.

HOW TO PREPARE ENTRIES FOR DELIVERY

1. Print out 2 entry forms for each piece. You will find a unique category and entry number label on the form that you will use for identification of each entry.
2. Prepare your entries as follows: No mounted entries please.
 - Attach a category/entry number label from the entry form to the back of each corresponding entry. (If a campaign or multi-part entry, label the back of each piece '1 of 2' or '2 of 2' etc.)
 - Put 2 copies of the entry and 2 copies of the entry form in a clear envelope with the entry visible on one side and the entry form visible on the opposite side. You will also need to bring a copy of the signed manifest listing all your entries with you to Adams Outdoor Advertising on the dates listed above. **Clear envelopes are available at Adams Outdoor Advertising in advance & on January 9 & 10 for your use.**

ENTRY FEES - MEMBERS

(Early Bird Discount \$10 off if entered by 12/23/2018 or \$5 off if entered by 1/4/2019)

\$65 for Professional Single Entries

\$90 for Professional Campaign Entries

ENTRY FEES – NON-MEMBERS

(Early Bird Discount \$10 off if entered by 12/23/2018 or \$5 off if entered by 1/4/2019)

\$95 for Professional Single Entries

\$120 for Professional Campaign Entries

Since there is often a substantial savings in entry fees, show tickets and duplicate awards for AAF Members, you should consider joining AAF Madison. Membership benefits include: personal and professional development through regular meetings and workshops; networking opportunities; a voice in legislative issues; and member discounts on business related services. Visit our web site, www.aafmadison.org to learn more.

ALL ENTRIES MUST:

- Meet all eligibility and deadline requirements.
- Be entered in the correct category and be correctly identified.
- Include a completed and signed manifest form.
- Conform to defined submission requirements & all copyright laws.

INVOICE/MANIFEST FORM

After filling out the entry forms, you will be required to sign an Invoice/Manifest Form, listing all your entries, as well as the fee to be paid. 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.

WHEN ENTERING 3D OBJECTS

If your entry is small enough to easily fit in the clear plastic envelope, attach the entry number to the bottom or back of the entry and one on the top right of the insert.

IF THE ITEM IS TOO LARGE FOR THE CLEAR PLASTIC ENVELOPE:

Affix the entry number to the bottom of the piece. Package the entry for delivery/shipment and affix your entry form to the outside of the box.

DIGITAL ENTRIES

- 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, JPEG screenshots (for Social Media) or submission of URLs for judging (carefully follow the submission instructions during the online entry process). Completion of the entry process, **for only these categories**, 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 OR INTERACTIVE ENTRIES

For Websites and all Online/Interactive entries, submit the URL addresses. For multiple URLs in a campaign category entry, create a webpage that contains each of the individual links and provide the single URL to your newly created page, i.e. http://www.somedomain.com/addy_entries.html. Do not submit a URL that leads directly to a “swf” file. Judging of online entries will be done online, using the URL whenever possible. URLs should not require any username or password for access. In cases where this already exists, the entrant should create an independent URL. URLs, banners and menus must not contain any references to the entrant.

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. You may 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.

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.

HOW TO WIN A NATIONAL ADDY

Only work that has won a Gold or Silver award at The Show will be eligible for entry into the District 8 competition. If your entry wins a Gold at The Show, it will be automatically forwarded to the District 8 competition with fees paid by AAF Madison. Should the entry win Gold again at the District 8, it will be forwarded to the national competition with fees paid by District 8.

If your entry is awarded a Silver award at The Show, 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. Forwarding information is included in all winning entry packets that are picked up the evening of The Show and will also be available on our website.

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

04 Stationery Package—Single or Multiple Pieces

Stationery entries in this category may contain one or more pieces of letterhead, envelope and/or business cards.

05 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 on page 4)

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 page 4)

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 page 4)

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 or by JPEG screenshots during the online entry process.

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

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 must advertise a product or service. **Apps and Virtual Reality entries 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 entry as well as the most important user benefits and attributes of the entry. Judges will not be given access to the app itself or headsets for virtual judging.

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.

44A Digital Publications—Single

Online publication (single or multiple occurrence) in support of a brand, such as annual reports, magazines, newsletters or books.

44B Digital Publications Campaign

2–4 pieces may be submitted from work that qualifies in category 44A.

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 guidelines on page 4)

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 and you must select by associated budget.

51B-1 Production Budget \$5,000 and Under

51B-2 Production Budget Over \$5,000

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 page 4)

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 page 4)

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

85A 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.

85B Cinematography—Campaign

2–4 pieces may be submitted from work that qualifies in category 85A.

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.

88C Music With/Without Lyrics—Campaign

2–4 pieces may be submitted from work that qualifies in category 88A/88B.

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.

90A 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.

90B Sound Design—Campaign

2–4 pieces may be submitted from work that qualifies in category 90A.

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.

LOCAL ONLY

LO1 Potpourri

Hard to believe, but you might have work that doesn't fit one of the above categories. Not to worry, you can enter it here. Any medium as long as it was produced/published in 2018.

LO2 Misplaced Star

Let's face it, great work deserves to be recognized. So your client hated what you created and wouldn't go with it BUT, you think it's GREAT. Enter it here and see if our judges agree with you. Any medium, must not have been produced or published.