

CALLING ALL ENTRIES FOR THE AMERICAN ADVERTISING AWARDS

ENTRIES ARE DUE JANUARY 16, 2021

SAVE THE DATE - FRIDAY, FEBRUARY 26TH

HOW TO ENTER

Visit aaf-nd.org/addyawards to enter. 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 any 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

There are no physical entries due this year, as judging will be done virtually. All entries should be submitted online, in accordance with the following deadlines:

Deadline for Early Bird Pricing: **December 20th**

Deadline for Regular Pricing: **January 10th**

Final Deadline (Late Fee): **January 16th**

ENTRY FEES

AAF-ND MEMBERS

SINGLE ENTRY FEE

\$55 Early Bird (Submit by December 20)

\$65 Regular Price (Submit by January 10)

\$90 Late (Submit by January 16)

CAMPAIGN ENTRY FEE

\$75 Early Bird (Submit by December 20)

\$85 Regular Price (Submit by January 10)

\$110 Late (Submit by January 16)

NON-MEMBERS

SINGLE ENTRY FEE

\$95 Early Bird (Submit by December 20)

\$105 Regular Price (Submit by January 10)

\$130 Late (Submit by January 16)

CAMPAIGN ENTRY FEE

\$115 Early Bird (Submit by December 20)

\$125 Regular Price (Submit by January 10)

\$150 Late (Submit by January 16)

STUDENTS

SINGLE ENTRY OR CAMPAIGN FEE

\$30 Early Bird (Submit by December 20)

\$40 Regular Price (Submit by January 10)

\$55 Late (Submit by January 16)

ELIGIBILITY REQUIREMENTS

- All work entered in the American Advertising Awards competition must have first appeared between January 1 and December 31, 2020.
- 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 in the Professional Rules and Categories document that can be found on aaf-nd.org/addyawards.
- For Student eligibility requirements refer to the Student American Advertising Awards Rules & Categories available at 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.

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.

ENTRY SUBMISSION

Due to COVID-19 protocol, judging will be handled virtually at all levels of the American Advertising Awards this year (local, district, and national). As a result, there is no need to submit physical entries this year. Instead, all entries will be submitted online only.

In years past, you have been asked to have two physical copies of each entry submitted. This year, all entries (physical and digital) will just be submitted through the online portal, and you will not be asked to deliver any physical submissions.

Categories that ordinarily would take physical submissions (i.e. collateral material, direct marketing, magazine advertising, etc.), have now been expanded to include more file uploads online. You may upload your files and also upload a video for any pieces that may require video footage in order to fully comprehend (i.e. custom boxes or packages).

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.

ONLINE/INTERACTIVE ADVERTISING

For Websites and all Online/Interactive entries, submit the URL addresses. For multiple URLs in a campaign category entry, create a web page 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.

QUESTIONS?

We understand that this is an unorthodox year, and are happy to assist with any questions during your entry process. At any time, please feel free to e-mail our American Advertising Awards Committee Chairs:

Jack Yakowicz
jackyakowicz@gmail.com

Noah Ford-Dunker
nfdunk@gmail.com

Thank you!

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.

SALES PROMOTION

Product or Service Sales Promotion

- 01A Catalog
- 01B Sales Kit or Product Information Sheets
- 01C Menu
- 01D Campaign

Packaging

- 02A Single Unit
- 02B Campaign

Point-of-Purchase (POP)

- 03A Counter Top
- 03B Free-Standing

COLLATERAL MATERIAL

- 04 Stationery Package – Single or Multiple Pieces

- 05 Printed Annual Report

Printed Newsletter

- 06A Single Newsletter
- 06B Campaign

Brochure

- 07A Single Unit
- 07B Campaign

Publication Design

- 08A Cover
- 08B Editorial Spread or Feature
- 08C Cover/Editorial Spread or Feature – Series
- 08D Magazine Design
- 08E Book Design

Special Event Material

- 09A Card, Invitation, Announcement – Single Unit
- 09B Card, Invitation, Announcement – Campaign

DIRECT MARKETING

Direct Mail

- 10A Flat - Single Unit
- 10B Flat - Campaign
- 10C 3D / Mixed - Single Unit
- 10D 3D / Mixed - Campaign

Specialty Advertising

- 11A Apparel
- 11B Other Merchandise
- 11C Campaign

ADVERTISING INDUSTRY SELF-PROMOTION

Collateral

- 12 Brand Elements
- 13 Direct Marketing & Specialty Advertising (printed or digital)
- 14 Special Event Materials (printed or digital)

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.

MAGAZINE ADVERTISING

- 15A Full Page Or Less - Single Unit
- 15B Spread, Multiple Page or Insert
- 15C Campaign

Magazine Self-Promotion

- 16A Single Unit – Any Size
- 16B Campaign

Newspaper Advertising

- 17A Fractional Page – Single Unit
- 17B Full Page – Single Unit
- 17C Spread or Multiple Page – Single Unit
- 17D Specialty Advertising – Single Unit
- 17E Campaign

Newspaper Self-Promotion

- 18A Single Unit - Any Size
- 18B Campaign

Branded Content & Entertainment

- 19 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.

AMBIENT MEDIA

Guerrilla Marketing

- 20 Guerrilla Marketing

Installations

- 21A Single Installation
- 21B Multiple Installations

Events

- 22A Single Event
- 22B Multiple Events

OUT-OF-HOME

Poster

- 23A Poster - Single Unit
- 23B Poster - Campaign

Outdoor Board

- 24A Flat – Single Unit
- 24B Super-sized, Extension/Dimensional, Digital or Animated – Single Unit

Mass Transit/Airlines

- 25A Interior – Single
- 25B Exterior – Single

Site

- 26A Interior – Single
- 26B Large Venue – Single
- 27 Out-Of-Home Campaign

Out-Of-Home Self-Promotion

- 28A Single Unit
- 28B Campaign

ADVERTISING INDUSTRY SELF-PROMOTION

- 29 Advertising Industry Self-Promotion Out-Of-Home
- 30 Advertising Industry Self-Promotion Ambient Media

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 JPG screenshots during the online entry process.

Websites

- 31A Consumer
- 31B B-to-B
- 31C Microsites

Social Media

- 32A Single Execution
- 32B Campaign

Apps, Games and Virtual Reality

- 33A Mobile App
- 33B Website Based App
- 33C Games
- 33D Tools & Utilities
- 33E Virtual Reality - Single

ADVERTISING & PROMOTION

- 34 Web Banner Ad or Website Takeover
- 35 Campaign
- 36 Email

BLOGS & DIGITAL PUBLICATIONS

- 37 Blogs
- 38A Digital Publication - Single
- 38B Digital Publication - Campaign

BRANDED CONTENT & ENTERTAINMENT

- 39 Branded Content & Entertainment for Online/Interactive

ADVERTISING INDUSTRY SELF-PROMOTION

- 40 Advertising Industry Self-Promotion Online/Interactive

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.

AUDIO/RADIO ADVERTISING

Audio/Radio Advertising - Local

- 41A Single Spot :30 seconds or less
- 41B Single Spot more than :30 seconds
- 41C Campaign

Audio/Radio Advertising – Regional/National

- 42A Single Spot :30 seconds or less
- 42B Single spot more than :30 seconds
- 42C Campaign

Audio/Radio Self-Promotion

- 43A Single Spot – Any Length
- 43B Campaign

TELEVISION ADVERTISING

Television Advertising – Local (One DMA)

- 44A Single Spot :15 or less
- 44B Single Spot :30 seconds
- 44C Single Spot :60 seconds or more
- 44D Campaign

Television Advertising – Regional/National

- 45A Single Spot – Up to 2:00
- 45B Campaign

TELEVISION SELF-PROMOTION

Television Self Promotion / Local

- 46A Single Spot – Any Length
- 46B Campaign

Television Self-Promotion – Regional or National

- 47A Single Spot – Any Length
- 47B Campaign

ONLINE FILM, VIDEO AND SOUND

Internet Commercial

- 48A Single Spot – Any Length
- 48B Campaign

Podcast

- 49A Single Podcast
- 49B Campaign

Webisode(s)

- 50A Single Webisode
- 50B Series

BRANDED CONTENT & ENTERTAINMENT

Branded Content & Entertainment For

- Online Film, Video & Sound
- 51A Single Entry – :60 seconds or less

51B Single Entry – more than :60 seconds

- 52 Branded Content & Entertainment For Television

- 53 Branded Content & Entertainment – Non-Broadcast

- 54 Branded Content & Entertainment Campaign

CINEMA ADVERTISING

- 55 Movie Trailer
- 56 In-Theatre Commercials or Slides

SALES PROMOTION

- 57 Audio/Visual Sales Presentation

MUSIC VIDEOS

- 58 Music Video

ADVERTISING INDUSTRY SELF-PROMOTION

- 59 Advertising Industry Self-Promotion Film, Video & Sound

CROSS PLATFORM

NOTE: All entries in the Cross Platform division (excluding Category 63) 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.

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

- 60A B-to-B Campaign – Local
- 60B B-to-B Campaign – Regional/National
- 60C Consumer Campaign – Local
- 60D Consumer Campaign – Regional/National
- 61 Integrated Brand Identity Campaign – Local or Regional/National
- 62 Integrated Branded Content Campaign – Local or Regional/National

ONLINE/INTERACTIVE CAMPAIGN

- 63 Online/Interactive Campaign

CORPORATE SOCIAL RESPONSIBILITY

- 64 Integrated Media CSR Campaign

PRO BONO

- 65 Integrated Media Pro Bono Campaign

ADVERTISING INDUSTRY SELF-PROMOTION

- 66 Ad Club or Marketing Club
- 67A Single Medium Campaign
- 67B Integrated Media Campaign

ELEMENTS OF ADVERTISING

NOTE: All entries in Elements of Advertising categories 68-73 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. Digital entries for 74A-87 can be uploaded and do not require physical entry.

COPYWRITING

- 68 Copywriting

VISUAL

- 69 Logo Design
- 70 Infographic
- 71A Illustration—Single
- 71B Illustration—Series

STILL PHOTOGRAPHY

- 72A Black & White, Single
- 72B Color, Single
- 72C Digitally Enhanced, Single
- 72D Campaign

ART DIRECTION

- 73A Art Direction - Single
- 73B Art Direction - Campaign

FILM & VIDEO

- 74A Cinematography - Single
- 74B Cinematography - Campaign
- 75A Animation, Special Effects or Motion Graphics
- 75B Computer Generated Imagery (CGI)
- 76 Video Editing

SOUND

- 77A Music Without Lyrics - Single
- 77B Music With Lyrics - Single
- 77C Music With/Without Lyrics - Campaign
- 78 Voiceover Talent
- 79A Sound Design - Single
- 79B Sound Design - Campaign

DIGITAL CREATIVE TECHNOLOGY

- 80 Interface & Navigation
- 81 Responsive Design
- 82 GPS & Location Technology
- 83 Augmented Reality
- 84 Mobile Interaction
- 85 User Experience
- 86 Data Driven Media
- 87 Innovative Use of Interactive/Technology

PUBLIC SERVICE

Corporate Social Responsibility (CSR): CSR advertising has a goal of raising the public's awareness of social, ethical and/or environmental issues which includes branding that leads to a positively enhanced corporate image.

All Corporate Social Responsibility advertising must be entered in these categories and does not qualify in any other. Individual elements of Corporate Social Responsibility advertising may be entered into the Elements of Advertising categories for judging, but note there is no specific Corporate Social Responsibility category.

Pro Bono: Pro bono advertising has as its goal the improvement of the public's health, education and/or welfare. Charitable organizations are nonprofits whose goal is to benefit the general public. Advertising work done for non-profit social organizations or causes, charities or NGOs designated as a non-profit and exempt from Federal Income Tax under section 501(c)(3) or similar section of the United States Internal Revenue Code should be entered in a Pro Bono category but not if the entrant had a fully paid budget. Additionally, if significant portions of the work were created using donated resources it would qualify as Pro Bono. Public service advertising work that is performed within normal accepted creative processes (that is with no special budgetary allowances on the part of advertising agencies or in-house teams) should be submitted in the appropriate general categories.

All Pro Bono advertising must be entered in these categories and does not qualify in any other. Individual elements of Pro Bono advertising may be entered into the Elements of Advertising categories for judging, but note there is no specific Pro Bono category. Please Note: Pro Bono entries and Pro Bono Elements of Advertising entries are not eligible for Best of Show consideration.

SALES & MARKETING

CSR Collateral

- 88A Brand Elements
- 88B Annual Report
- 88C Brochure/Sales Kit

CSR Marketing & Specialty Advertising

- 89A Single Unit
- 89B Campaign

Pro Bono Collateral

- 90A Brand Elements
- 90B Annual Report (Printed or Digital)
- 90C Brochure/Sales Kit

Pro Bono Marketing & Specialty

Advertising

- 91A Single Unit
- 91B Campaign

PRINT

CSR Print Advertising

- 92A Single Unit
- 92B Campaign

Pro Bono Print Advertising

- 93A Single Unit
- 93B Campaign

OUT-OF-HOME & AMBIENT MEDIA

CSR Out Of Home

- 94A Poster
- 94B Out-Of-Home
- 94C Campaign

CSR Ambient Media

- 95A Single Occurrence
- 95B Campaign

Pro Bono Out Of Home

- 96A Poster
- 96B Out-Of-Home

Pro Bono Ambient Media

- 97A Single Occurrence
- 97B Campaign

ONLINE/INTERACTIVE

- 98A CSR Online/Interactive
- 98B CSR Online/Interactive Campaign
- 99A Pro Bono Online/Interactive
- 99B Pro Bono Online/Interactive Campaign

FILM, VIDEO & SOUND

- 100 CSR TV
- 101 CSR Radio
- 102 CSR Film, Video & Sound
- 103 CSR Non-Broadcast Audio/Visual
- 104 CSR Campaign
- 105 Pro Bono Television
- 106 Pro Bono Radio
- 107 Pro Bono Film, Video & Sound
- 108 Pro Bono Non-Broadcast Audio/Visual
- 109 Pro Bono Campaign

POLITICAL ADVERTISING

Political Advertising is advertising used for advocating, fundraising, endorsement of or opposition to a candidate, political issue, referendum, ballot proposition, constitutional amendment, or political party.

Any political or issue advertising placed by a corporate entity which includes branding for a corporation must be entered in the CSR categories. All advertising must comply with federal, state and local political advertising regulations or may be disqualified.

- 110 Political Print Collateral Material
- 110 Political Print Advertising
- 112 Political Out-of-Home & Ambient Media
- 113 Political Online/Interactive
- 114 Political Broadcast Television
- 115 Political Audio
- 116 Political Non-Broadcast & Online Video
- 117 Political Campaign
- 118 Political Integrated Campaign

STUDENT ENTRIES

Visit aaf-nd.org/addyawards, to be directed to the competition site and login as a student entrant. The road for Student entries mirrors that of the professional submissions. Please review the student categories on aaf-nd.org/addyawards

SPECIAL AWARDS

BEST OF SHOW • STUDENT'S BEST OF SHOW • JUDGE'S CHOICE AWARDS

Expanded definitions of all categories at aaf-nd.org/addyawards

QUESTIONS? Please email us and we'd be glad to help! Email ADDYS@aaf-nd.org