

CALLING ALL ENTRIES FOR THE AMERICAN ADVERTISING AWARDS

ENTRIES ARE DUE JANUARY 20, 2022

SAVE THE DATE - FRIDAY, FEBRUARY 25TH

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 17th**

Deadline for Regular Pricing: **January 11th**

Final Deadline (Late Fee): **January 20th**

ENTRY FEES

AAF-ND MEMBERS

SINGLE ENTRY FEE

\$55 Early Bird (Submit by December 17)

\$65 Regular Price (Submit by January 11)

\$90 Late (Submit by January 20)

CAMPAIGN ENTRY FEE

\$75 Early Bird (Submit by December 17)

\$85 Regular Price (Submit by January 11)

\$110 Late (Submit by January 20)

NON-MEMBERS

SINGLE ENTRY FEE

\$95 Early Bird (Submit by December 17)

\$105 Regular Price (Submit by January 11)

\$130 Late (Submit by January 20)

CAMPAIGN ENTRY FEE

\$115 Early Bird (Submit by December 17)

\$125 Regular Price (Submit by January 11)

\$150 Late (Submit by January 20)

STUDENTS

SINGLE ENTRY OR CAMPAIGN FEE

\$30 Early Bird (Submit by December 17)

\$40 Regular Price (Submit by January 11)

\$55 Late (Submit by January 20)

ELIGIBILITY REQUIREMENTS

- All work entered in the American Advertising Awards competition must have first appeared between January 1 and December 31, 2021.
- 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:

- Verify that the above information is accurate.
- Acknowledge that proper rights were obtained for use of any elements of the entry that were not original.
- Agree to submit documentation deemed necessary for review.
- Release the entry for Internet, broadcast and/or print (allow reuse of material).
- 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).

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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:

Noah Ford-Dunker
nfdunk@gmail.com

Danyel Moe
danyelmoe@gmail.com

Thank you!

SALES & MARKETING

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
- 03C Point of Purchase Campaign

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

PRINT ADVERTISING

MAGAZINE ADVERTISING

- 12A Full Page Or Less – Single Unit
- 12B Spread, Multiple Page or Insert
- 12C Campaign

NEWSPAPER ADVERTISING

- 13A Fractional Page – Single Unit
- 13B Full Page – Single Unit
- 13C Spread or Multiple Page – Single Unit
- 13D Specialty Advertising – Single Unit
- 13E Campaign

BRANDED CONTENT & ENTERTAINMENT

- 14 Any Print Medium

OUT-OF-HOME & AMBIENT MEDIA

AMBIENT MEDIA

- 15 Guerrilla Marketing

Installations

- 16A Single Installation
- 16B Multiple Installations

Events

- 17A Single Event
- 17B Multiple Events

OUT-OF-HOME

Poster

- 18A Poster - Single Unit
- 18B Poster - Campaign

Outdoor Board

- 19A Flat – Single Unit
- 19B Super-sized, Extension/Dimensional, Digital or Animated – Single Unit

Mass Transit/Airlines

- 20A Interior – Single
- 20B Exterior – Single

Site

- 21A Interior – Single
- 21B Large Venue – Single
- 22 Out-Of-Home Campaign

ONLINE/INTERACTIVE

WEBSITES

- 23A Consumer
- 23B B-to-B
- 23C Microsites

SOCIAL MEDIA

- 24A Single Execution
- 24B Campaign

APPS, GAMES AND VIRTUAL REALITY

- 25A Mobile App
- 25B Website Based App
- 25C Games
- 25D Tools & Utilities
- 25E Virtual Reality - Single

ADVERTISING & PROMOTION

- 26 Web Banner Ad or Website Takeover
- 27 Campaign
- 28 Email

BLOGS & DIGITAL PUBLICATIONS

- 29 Blogs
- 30A Digital Publication - Single
- 30B Digital Publication - Campaign

BRANDED CONTENT & ENTERTAINMENT

- 31 Branded Content & Entertainment for Online/Interactive

FILM, VIDEO & SOUND

AUDIO/RADIO ADVERTISING

Audio/Radio Advertising - Local

- 32A Single Spot :30 seconds or less
- 32B Single Spot more than :30 seconds
- 32C Campaign

Audio/Radio Advertising – Regional/National

- 33A Single Spot :30 seconds or less
- 33B Single spot more than :30 seconds
- 33C Campaign

TELEVISION ADVERTISING

Television Advertising – Local (One DMA)

- 34A Single Spot :15 or less
- 34B Single Spot :30 seconds
- 34C Single Spot :60 seconds or more
- 34D Campaign

Television Advertising – Regional/National

- 35A Single Spot – Up to 2:00
- 35B Campaign

ONLINE FILM, VIDEO AND SOUND

Internet Commercial

- 36A Single Spot – Any Length
- 36B Campaign

Podcast

- 37A Single Podcast
- 37B Campaign

Webisode(s)

- 38A Single Webisode
- 38B Series

BRANDED CONTENT & ENTERTAINMENT

Branded Content & Entertainment For Online Film, Video & Sound

- 39A Single Entry – :60 seconds or less
- 39B Single Entry – more than :60 seconds
- 40 Branded Content & Entertainment For Television
- 41 Branded Content & Entertainment – Non-Broadcast
- 42 Branded Content & Entertainment Campaign

CINEMA ADVERTISING

- 43 Movie Trailer
- 44 In-Theatre Commercials or Slides

SALES PROMOTION

- 45 Audio/Visual Sales Presentation

MUSIC VIDEOS

- 46 Music Video

CROSS PLATFORM

INTEGRATED CAMPAIGNS

Integrated Advertising Campaigns

- 47A B-to-B Campaign – Local
- 47B B-to-B Campaign – Regional/National
- 47C Consumer Campaign – Local
- 47D Consumer Campaign – Regional/National
- 48 Integrated Brand Identity Campaign – Local or Regional/National
- 49 Integrated Branded Content Campaign – Local or Regional/National

ONLINE/INTERACTIVE CAMPAIGN

- 50 Online/Interactive Campaign

ELEMENTS OF ADVERTISING

COPYWRITING

- 51 Copywriting

VISUAL

- 52 Logo Design
- 53 Infographic

Illustration

- 54A Illustration - Single
- 54B Illustration - Series

Still Photography

- 55A Black & White - Single
- 55B Color - Single
- 55C Digitally Enhanced - Single
- 55D Black & White/Color/Digitally Enhanced - Campaigns

Art Direction

- 56A Art Direction - Single
- 56B Art Direction - Campaign

FILM & VIDEO

- 57A Cinematography - Single
- 57B Cinematography - Campaign
- 58A Animation, Special Effects or Motion Graphics
- 58B Computer Generated Imagery (CGI)
- 59 Video Editing

SOUND

- 60A Music Without Lyrics - Single
- 60B Music With Lyrics - Single
- 60C Music With/Without Lyrics - Campaign
- 61 Voiceover Talent
- 62A Sound Design - Single
- 62B Sound Design - Campaign

DIGITAL CREATIVE TECHNOLOGY

- 63 Interface & Navigation
- 64 Responsive Design
- 65 GPS & Location Technology
- 66 Augmented Reality
- 67 Mobile Interaction
- 68 User Experience
- 69 Data Driven Media
- 70 Innovative Use of Interactive/Technology

CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility (CSR) advertising has a goal for 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.

SALES & MARKETING

CSR Collateral

- 71A Brand Elements
- 71B Annual Report (printed or digital)
- 71C Brochure/Sales Kit

CSR Marketing & Specialty Advertising

- 72A Single Unit
- 72B Campaign

PRINT ADVERTISING

CSR Print Advertising

- 73A Single Unit
- 73B Campaign

OUT-OF-HOME & AMBIENT MEDIA

CSR Out Of Home

- 74A Poster
- 74B Out-Of-Home
- 74C Campaign

CSR Ambient Media

- 75A Single Occurrence
- 75B Campaign

Social Responsibility

- 76 Integrated Media Corporate Social Responsibility Campaign

ONLINE/INTERACTIVE

- 77A CSR Online/Interactive
- 77B CSR Online/Interactive Campaign

FILM, VIDEO & SOUND

- 78 CSR Television
- 79 CSR Radio
- 80 CSR Film, Video & Sound
- 81 CSR Non-Broadcast Audio/Visual
- 82 CSR Campaign

PUBLIC SERVICE

Public Service advertising has as its goal the improvement of the public's health, education and/or welfare. This work may be paid or pro bono. All Public Service advertising must be entered in these categories and does not qualify in any other. Individual elements may be entered into the Elements of Advertising categories. Please Note: Pro bono work and elements are not eligible for Best of Show.

SALES & MARKETING

Public Service Collateral

- 83A Brand Elements
- 83B Annual Report (printed or digital)
- 83C Brochure/Sales Kit

Public Service Marketing & Specialty Advertising

- 84A Single Unit
- 84B Campaign

Public Service Print Advertising

- 85A Single Unit–Any Size
- 85B Campaign

Public Service Out-Of-Home

- 86A Poster
- 86B Out-Of-Home
- 86C Campaign

Public Service Ambient Media

- 87A Single Occurrence
- 87B Campaign

Online Interactive

- 88A Public Service Online/Interactive
- 88B Public Service Online/Interactive Campaign

Film, Video & Sound

- 89 Public Service Television
- 90 Public Service Radio
- 91 Public Service Online Film, Video & Sound
- 92 Public Service Non-Broadcast Audio/ Visual
- 93 Public Service Campaign
- 94 Integrated Media Public Service Campaign

ADVERTISING INDUSTRY SELF-PROMOTION

All advertising and special event materials created to promote advertising agencies, media outlets, production companies, advertising suppliers, freelancers, and advertising clubs must be entered in these categories. Entries submitted in advertising industry self-promotion are not eligible in other categories. However, individual components are eligible for entry in the elements of advertising categories. Please note: Advertising Industry Self-Promotion work is NOT eligible for Best of Show consideration.

COLLATERAL

- 95 Brand Elements
- 96 Direct Marketing & Specialty Advertising (printed or digital)
- 97 Special Event Materials (printed or digital)

MAGAZINE SELF-PROMOTION

- 98A Single Unit–Any Size
- 98B Campaign

NEWSPAPER SELF-PROMOTION

- 99A Single Unit–Any Size
- 99B Campaign

OUT-OF-HOME SELF-PROMOTION

- 100A Single Unit
- 100B Campaign
- 101 Advertising Industry Self-Promotion Out-Of-Home

AMBIENT MEDIA SELF-PROMOTION

- 102 Advertising Industry Self-Promotion Ambient Media

ONLINE/INTERACTIVE SELF-PROMOTION

- 103 Advertising Industry Self-Promotion Online/ Interactive

AUDIO/RADIO SELF-PROMOTION

- 104A Single Spot–Any Length
- 104B Campaign

TELEVISION SELF-PROMOTION

Television Self-Promotion—Local

- 105A Single Spot—Any Length
- 105B Campaign

Television Self-Promotion—Regional or National

- 106A Single Spot—Any Length
- 106B Campaign

FILM, VIDEO & SOUND

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

AD CLUB OR MARKETING CLUB

- 108 Ad Club or Marketing Club

CAMPAIGNS

Advertising Industry Self-Promotion Campaigns

- 109A Single-Medium Campaign
- 109B Integrated Media Campaign

SPECIAL AWARDS

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

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

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

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