

CALLING ALL ENTRIES FOR THE AMERICAN ADVERTISING AWARDS

ENTRIES ARE DUE JANUARY 13, 2023 • SAVE THE DATE - FRIDAY, FEBRUARY 24TH, 2023

HOW TO ENTER

Visit aaf-nd.org/awards to enter. Click the button to submit a professional entry. 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

All entries must be submitted online, but physical copies may be submitted after entry. See our site for more information on drop-off locations. All entries are due on or before January 13, 2023. Below are deadlines for entry price changes:

Deadline for Early Bird Pricing: **December 13, 2022**

Deadline for Regular Pricing: **January 10, 2023**

Final Deadline (Late Fee): **January 13, 2023**

ENTRY FEES

AAF-ND MEMBERS

SINGLE ENTRY FEE

\$60 Early Bird (Submit by December 13)

\$70 Regular Price (Submit by January 10)

\$100 Late (Submit by January 13)

CAMPAIGN ENTRY FEE

\$80 Early Bird (Submit by December 13)

\$90 Regular Price (Submit by January 10)

\$120 Late (Submit by January 13)

NON-MEMBERS

SINGLE ENTRY FEE

\$100 Early Bird (Submit by December 13)

\$110 Regular Price (Submit by January 10)

\$140 Late (Submit by January 13)

CAMPAIGN ENTRY FEE

\$120 Early Bird (Submit by December 13)

\$130 Regular Price (Submit by January 10)

\$160 Late (Submit by January 13)

STUDENTS

SINGLE ENTRY OR CAMPAIGN FEE

\$30 Early Bird (Submit by December 13)

\$40 Regular Price (Submit by January 10)

\$55 Late (Submit by January 13)

ELIGIBILITY REQUIREMENTS

- All work entered in the American Advertising Awards competition must have first appeared between January 1 and December 31, 2022.
- 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/awards
- 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

Judging will be handled in-person at the district level this year. All entries must be submitted online but physical copies of applicable entries will be accepted for judging in addition to online entry.

This year's drop-off locations for physical entries include:

- AdShark Marketing: 503 7th St N. Ste 104, Fargo, ND 58102
- Spotlight Media: 4609 33rd Ave S, Ste 304, Fargo, ND 58104

Please visit aaf-nd.org/awards for additional information and instructions regarding physical entry submissions.

Submission of entries acknowledges the right of the AAF to use them for publication, exhibition and marketing of the American Advertising Awards competition and show.

CAMPAIGN ENTRIES

A **SINGLE-MEDIUM CAMPAIGN** is no less than two and no more than four total pieces in the entry.

An **INTEGRATED CAMPAIGN** is defined as a campaign or series of ads, commercials or executions that utilize more than one medium. The American Advertising Awards allows entries in all Integrated Campaign categories to submit up to ten executions for judging. Integrated Campaign entries may be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (digital). Digital summaries must be submitted by uploading the video file during the online entry process.

Failure to adhere to these limitations may result in a portion or all of the noncompliant entry to be removed from judging.

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?

If you are uncertain of which category to submit work under or have any questions regarding entries, please reach out to us. Feel free to e-mail us at:

AAF-ND Board President (Noah Ford-Dunker)
president@aaf-nd.org

Awards Committee
awards@aaf-nd.org

SALES & MARKETING

SALES PROMOTION

Product or Service Sales Promotion

- 001A Catalog
- 001B Sales Kit or Product Information Sheets
- 001C Menu
- 001D Campaign

Packaging

- 002A Single Unit
- 002B Campaign

Point-of-Purchase (POP)

- 003A Counter Top or Free Standing
- 003B Point of Purchase Campaign

COLLATERAL MATERIAL

- 004 Stationery Package – Single or Multiple Pieces

- 005 Printed Annual Report

Printed Newsletter

- 006A Single Newsletter
- 006B Campaign

Brochure

- 007A Single Unit
- 007B Campaign

Publication Design

- 008A Cover
- 008B Editorial Spread or Feature
- 008C Magazine Design
- 008D Magazine Design Series
- 008E Book Design

Special Event Material

- 009A Card, Invitation, Announcement – Single Unit
- 009B Card, Invitation, Announcement – Campaign

DIRECT MARKETING

Direct Mail

- 010A Flat - Single Unit
- 010B Flat – Campaign
- 010C 3D / Mixed – Single Unit
- 010D 3D / Mixed – Campaign

SPECIALTY ADVERTISING

- 011A Apparel
- 011B Other Merchandise
- 011C Campaign

PRINT ADVERTISING

MAGAZINE ADVERTISING

- 012A Full Page Or Less – Single Unit
- 012B Spread, Multiple Page or Insert
- 012C Campaign

NEWSPAPER ADVERTISING

- 013A Full Page or Less
- 013B Spread or Multiple Page - Single Unit
- 013C Specialty Advertising - Single Unit
- 013D Campaign

BRANDED CONTENT & ENTERTAINMENT

- 014 Branded Content & Entertainment – Any Print Medium

OUT-OF-HOME & AMBIENT MEDIA

AMBIENT MEDIA

- 015 Guerrilla Marketing

Installations

- 016A Single Installation
- 016B Multiple Installations

Events

- 017A Single Event
- 017B Multiple Events

OUT-OF-HOME

Poster

- 018A Poster - Single Unit
- 018B Poster - Campaign

Outdoor Board

- 019A Single Board
- 019B Multiple Boards
- 019C Animated/Video Boards
- 019D Outdoor Board Campaign
- 020A Large Venue – Single
- 020B Out-of-Home Campaign

ONLINE/INTERACTIVE

WEBSITES

- 021A Consumer
- 021B B-to-B
- 021C Microsites

SOCIAL MEDIA

- 022A Single Execution
- 022B Campaign

APPS, GAMES AND VIRTUAL REALITY

- 023A Mobile App
- 023B Website Based App
- 023C Games
- 023D Tools & Utilities
- 023E Virtual Reality - Single

ADVERTISING & PROMOTION

- 024A Web Banner Ad or Website Takeover
- 024B Campaign
- 025 Email

BLOGS & DIGITAL PUBLICATIONS

- 026A Blogs

- 026B Blog Series
- 027A Digital Publication - Single
- 027B Digital Publication - Campaign

BRANDED CONTENT & ENTERTAINMENT

- 028 Branded Content & Entertainment for Online/Interactive

FILM, VIDEO & SOUND

AUDIO/RADIO ADVERTISING

Audio/Radio Advertising - Local

- 029A Single Spot :30 seconds or less
- 029B Single Spot more than :30 seconds
- 029C Campaign

Audio/Radio Advertising – Regional/National

- 030A Single Spot :30 seconds or less
- 030B Single spot more than :30 seconds
- 030C Campaign

TELEVISION ADVERTISING

Television Advertising – Local (One DMA)

- 031A Single Spot :30 or less
- 031B Single Spot :60 seconds or more
- 031C Campaign

Television Advertising – Regional/National

- 032A Single Spot - Up to 2:00
- 032B Campaign

ONLINE FILM, VIDEO AND SOUND

Internet Commercial

- 033A Single Spot – Any Length
- 033B Campaign

Podcast

- 034A Single Podcast
- 034B Campaign

Webisode(s)

- 035A Single Webisode
- 035B Series

BRANDED CONTENT & ENTERTAINMENT

Branded Content & Entertainment For Online Film, Video & Sound

- 036A Single Entry – :60 seconds or less
- 036B Single Entry – more than :60 seconds
- 037 Branded Content & Entertainment For Television
- 038 Branded Content & Entertainment – Non-Broadcast
- 039 Branded Content & Entertainment Campaign

CINEMA ADVERTISING

- 040 Movie Trailer
- 041 In-Theatre Commercials or Slides

SALES PROMOTION

- 042 Audio/Visual Sales Presentation

MUSIC VIDEOS

- 043 Music Video

CROSS PLATFORM

INTEGRATED CAMPAIGNS

Integrated Advertising Campaigns

- 044A B-to-B Campaign – Local
- 044B B-to-B Campaign – Regional/National
- 044C Consumer Campaign – Local
- 044D Consumer Campaign – Regional/National
- 045 Integrated Brand Identity Campaign – Local or Regional/National
- 046 Integrated Branded Content Campaign – Local or Regional/National

ONLINE/INTERACTIVE CAMPAIGN

- 047 Online/Interactive Campaign

ELEMENTS OF ADVERTISING

COPYWRITING

- 048 Copywriting

VISUAL

- 049 Logo Design
- 050 Infographic

Illustration

- 051A Illustration - Single
- 051B Illustration - Series

Still Photography

- 052A Black & White - Single
- 052B Color - Single
- 052C Digitally Enhanced - Single
- 052D Black & White/Color/Digitally Enhanced - Campaign

Art Direction

- 053A Art Direction - Single
- 053B Art Direction - Campaign

FILM & VIDEO

- 054A Cinematography - Single
- 054B Cinematography - Campaign
- 055A Animation, Special Effects or Motion Graphics
- 055B Computer Generated Imagery (CGI)
- 056 Video Editing

SOUND

- 057A Music Without Lyrics - Single
- 057B Music With Lyrics - Single
- 057C Music With/Without Lyrics - Campaign
- 058 Voiceover Talent
- 059A Sound Design - Single
- 059B Sound Design - Campaign

DIGITAL CREATIVE TECHNOLOGY

- 060 Interface & Navigation
- 061 Augmented Reality
- 062 Mobile Interaction
- 063 User Experience
- 064 Data Driven Media
- 065 Innovative Use of Interactive/Technology

CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility (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.

SALES & MARKETING

CSR Collateral

- 066A Brand Elements
- 066B Annual Report (printed or digital)
- 066C Brochure/Sales Kit

CSR Marketing & Specialty Advertising

- 067A Single Unit
- 067B Campaign

PRINT ADVERTISING

CSR Print Advertising

- 068A Single Unit
- 068B Campaign

OUT-OF-HOME & AMBIENT MEDIA

CSR Out Of Home

- 069A Poster
- 069B Out-Of-Home
- 069C Campaign

CSR Ambient Media

- 070A Single Occurrence
- 070B Campaign

CSR Campaigns

- 071 Integrated Media Corporate Social Responsibility Campaign

ONLINE/INTERACTIVE

- 072A CSR Online/Interactive
- 072B CSR Online/Interactive Campaign

FILM, VIDEO & SOUND

- 073 CSR Television
- 074 CSR Radio
- 075 CSR Film, Video & Sound
- 075 CSR Non-Broadcast Audio/Visual
- 077 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

- 078A Brand Elements
- 078B Annual Report (printed or digital)
- 078C Brochure/Sales Kit

Public Service Marketing & Specialty Advertising

- 079A Single Unit
- 079B Campaign

Public Service Print Advertising

- 080A Single Unit—Any Size
- 080B Campaign

Public Service Out-Of-Home

- 081A Poster
- 081B Out-Of-Home
- 081C Campaign

Public Service Ambient Media

- 082A Single Occurrence
- 082B Campaign

Online Interactive

- 083A Public Service Online/Interactive
- 083B Public Service Online/Interactive Campaign

Film, Video & Sound

- 084 Public Service Television
- 085 Public Service Radio
- 086 Public Service Online Film, Video & Sound
- 087 Public Service Non-Broadcast Audio/Visual
- 088 Public Service Campaign
- 089 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

- 090 Brand Elements
- 091 Direct Marketing & Specialty Advertising (printed or digital)
- 092 Special Event Materials (printed or digital)

MAGAZINE SELF-PROMOTION

- 093A Single Unit—Any Size
- 093B Campaign

NEWSPAPER SELF-PROMOTION

- 094A Single Unit—Any Size
- 094B Campaign

OUT-OF-HOME SELF-PROMOTION

- 095A Single Unit
- 095B Campaign
- 096 Advertising Industry Self-Promotion Out-Of-Home

AMBIENT MEDIA SELF-PROMOTION

- 097 Advertising Industry Self-Promotion Ambient Media

ONLINE/INTERACTIVE SELF-PROMOTION

- 098 Advertising Industry Self-Promotion Online/Interactive/Virtual Reality

AUDIO/RADIO SELF-PROMOTION

- 099A Single Spot—Any Length
- 099B Campaign

TELEVISION SELF-PROMOTION

- Television Self-Promotion—Local
- 100A Single Spot—Any Length
- 100B Campaign

Television Self-Promotion—Regional or National

- 101A Single Spot—Any Length
- 101B Campaign

FILM, VIDEO & SOUND

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

AD CHAPTER OR MARKETING CHAPTER

- 103 Ad Chapter or Marketing Chapter

CAMPAIGNS

Advertising Industry Self-Promotion Campaigns

- 104A Single-Medium Campaign
- 104B Integrated Media Campaign

SPECIAL AWARDS

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

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

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

STUDENT ENTRIES

Visit aaf-nd.org/awards, 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/awards