

2024 AMERICAN ADVERTISING AWARDS

CALLING ALL ENTRIES FOR THE AMERICAN ADVERTISING AWARDS

ENTRIES ARE DUE JANUARY 12, 2024 • SAVE THE DATE - FRIDAY, FEBRUARY 23RD, 2024

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 12, 2024. Below are deadlines for entry price changes:

Deadline for Early Bird Pricing: **December 3, 2023**Deadline for Regular Pricing: **January 5, 2024**Final Deadline (Late Fee): **January 12, 2024**

ENTRY FEES

AAF-ND MEMBERS

SINGLE ENTRY FEE

\$60 Early Bird (Submit by December 3, 2023) **\$70 Regular Price** (Submit by January 5, 2024) **\$100 Late** (Submit by January 12, 2024)

CAMPAIGN ENTRY FEE

\$80 Early Bird (Submit by December 3, 2023) **\$90 Regular Price** (Submit by January 5, 2024) **\$120 Late** (Submit by January 12, 2024)

NON-MEMBERS

SINGLE ENTRY FEE

\$100 Early Bird (Submit by December 3, 2023) **\$110 Regular Price** (Submit by January 5, 2024) **\$140 Late** (Submit by January 12, 2024)

CAMPAIGN ENTRY FEE

\$120 Early Bird (Submit by December 3, 2023) **\$130 Regular Price** (Submit by January 5, 2024) **\$160 Late** (Submit by January 12, 2024)

STUDENTS

SINGLE ENTRY OR CAMPAIGN FEE

\$30 Early Bird (Submit by December 3, 2023) **\$40 Regular Price** (Submit by January 5, 2024) **\$55 Late** (Submit by January 12, 2024)

ELIGIBILITY REQUIREMENTS

- All work entered in the American Advertising Awards competition must have first appeared between January 1, 2023 and December 31, 2023.
- 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:

- 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 (Jenny Johnson) president@aaf-nd.org

Awards Committee awards@aaf-nd.org

SALES & MARKETING

SALES PROMOTION

Menu

Product or Service Sales Promotion

Catalog 001B Sales Kit or Product Information Sheets

001D Campaign **Packaging** Single Unit 002A

001C

002B

Point-of-Purchase (POP) **Counter Top or Free Standing** 003A Point of Purchase Campaign 003B

COLLATERAL MATERIAL

Campaign

004 Stationery Package -**Single or Multiple Pieces**

005 **Printed Annual Report**

Printed Newsletter Single Newsletter 006B Campaign **Brochure**

007A **Single Unit** 007B Campaign **Publication Design**

A800 008B **Editorial Spread or Feature** Magazine Design 0080 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 3D / Mixed - Campaign 010D

SPECIALTY ADVERTISING

011A Apparel Other Merchandise 011B Campaign

PRINT ADVERTISING

MAGAZINE ADVERTISING

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

012C Campaign

NEWSPAPER ADVERTISING

013A **Full Page or Less** Spread or Multiple Page - Single Unit 013C Specialty Advertising - Single Unit

013D Campaign BRA NDED CONTENT & ENTERTAINMENT 014 **Branded Content & Entertainment - Any**

Print Medium

Online/Interactive

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

National

026B

027A

027B

028

030A 030B Single spot more than :30 seconds 030C

031B Single Spot :60 seconds or more 031C

Television Advertising - Regional/

National

Single Spot - Up to 2:00

ONLINE FILM, VIDEO AND SOUND

Internet Commercial

Single Spot - Any Length

Podcast

Single Podcast Campaign

035A

Single Webisode 035B

Branded Content & Entertainment For

Online Film, Video & Sound 036A

036B 037 **Branded Content & Entertainment**

Non-Broadcast

Campaign

CINEMA ADVERTISING

Movie Trailer 040

Audio/Visual Sales Presentation 042

MUSIC VIDEOS

Music Video 043

OUT-OF-HOME & AMBIENT MEDIA

AMBIENT MEDIA

Guerrilla Marketing 015

Installations

Single Installation 016A **Multiple Installations** 016B

Events

017A Single Event 017B **Multiple Events**

OUT-OF-HOME

Poster

020B

022B

Poster - Single Unit 018B Poster - Campaign **Outdoor Board**

Single Board 019A 019B **Multiple Boards** Animated/Video Boards 019C 019D **Outdoor Board Campaign** Large Venue — Single 020A

ONLINE/INTERACTIVE

WEBSITES

021A Consumer 021B B-to-B 021C **Microsites** SOCIAL Single Execution 022A Campaign

APPS, GAMES AND VIRTUAL REALITY

Out-of-Home Campaign

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

ADVERTISING & PROMOTION 024A

Web Banner Ad or Website Takeover 024B Campaign

025

BLOGS & DIGITAL PUBLICATIONS

026A **Blogs**

FILM, VIDEO & SOUND

Blog Series

Digital Publication - Single

Digital Publication - Campaign

Branded Content & Entertainment for

BRANDED CONTENT & ENTERTAINMENT

AUDIO/RADIO ADVERTISING

Audio/Radio Advertising - Local

Audio/Radio Advertising - Regional/

Single Spot :30 seconds or less

TELEVISION ADVERTISING

Television Advertising - Local (One DMA)

031A Single Spot: 30 or less

032A

Campaign

033B Campaign

034A 034B

Webisode(s)

BRANDED CONTENT & ENTERTAINMENT

Single Entry -: 60 seconds or less Single Entry - more than :60 seconds

For Television 038 Branded Content & Entertainment -

Branded Content & Entertainment 039

In-Theatre Commercials or Slides

SALES PROMOTION

CROSS PLATFORM

INTEGRATED CAMPAIGNS

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

Local or Regional/National

ONLINE/INTERACTIVE CAMPAIGN Online/Interactive Campaign

ELEMENTS OF ADVERTISING

COPYWRITING

Copywriting 048

VISUAL 049

Logo Design 050 Infographic Illustration

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

Still Photography Black & White - Single 052A Color - Single

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

Art Direction

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

FILM & VIDEO 054A

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

Video Editing 056 SOUND

057A **Music Without Lyrics - Single** 057B **Music With Lyrics - Single** Music With/Without Lyrics - Campaign 057C

058 Sound Design - Single 059A 059B Sound Design - Campaign

DIGITAL CREATIVE TECHNOLOGY

Interface & Navigation 060 **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 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

066A **Brand Elements**

066B Annual Report (printed or digital) 066C **Brochure/Sales Kit CSR Marketing & Specialty Advertising**

067A Single Unit Campaign 067B **PRINT ADVERTISING**

CSR Print Advertising 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 Integrated Media Corporate Social 071

Responsibility Campaign ONLINE/INTERACTIVE

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

FILM. VIDEO & SOUND 073 **CSR Television** 074 CSR Radio

CSR Film, Video & Sound 075 CSR Non-Broadcast Audio/Visual 075 077 **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

SALES & MARKETING

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

Public Service Marketing & Specialty

079A **Single Unit** 079B Campaign

080B Campaign

081A Poster 081B

081C Campaign **Public Service Ambient Media**

083A

Online Interactive **Public Service Online/Interactive** 083B **Public Service Online/Interactive**

084 Public Service Radio 085 086 **Public Service Online Film, Video &**

Sound 087 **Public Service Non-Broadcast Audio/** Visual 088

ADVERTISING INDUSTRY SELF-

All advertising and special event materials created to promote advertising agencies, media outlets, production companies, advertising suppliers, freelancers, and advertising clubs must be entered

consideration. **COLLATERAL**

090 **Brand Elements Direct Marketing & Specialty Advertising** 091

in these categories. Entries submitted in advertising

industry self-promotion are not eligible in other

categories. However, individual components are

categories. Please note: Advertising Industry Self-

Promotion work is NOT eligible for Best of Show

eligible for entry in the elements of advertising

(printed or digital) 092

Special Event Materials (printed or digital)

MAGAZINE SELF-PROMOTION 093A Single Unit—Any Size

093B Campaign APER SELF-PROMOTION

Single Unit—Any Size 094A 094B

Campaign **OUT-OF** -HOME SELF-PROMOTION

095A Single Unit 095B Campaign

Advertising Industry Self-Promotion Out-096

AMBIENT MEDIA SELF-PROMOTION

097 **Advertising Industry Self-Promotion Ambient Media**

ONLINE/INTERACTIVE SELF-PROMOTION

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

RADIO SELF-PROMOTION Single Spot—Any Length

099B Campaign **TELEVISION SELF-PROMOTION**

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

100B Campaign

Television Self-Promotion—Regional or **National** 101A

IDEO & SOUND

Single Spot—Any Length 101B Campaign FILM,

Advertising Industry Self-Promotion 102 Film, Video & Sound

AD CHAPTER OR MARKETING CHAPTER 103 Ad Chapter or Marketing Chapter

Single-Medium Campaign

CAMPAIGNS Advertising Industry Self-Promotion

Integrated Media Campaign 104B

104A

Campaigns

Public Service Collateral

Advertising

Public Service Print Advertising 080A Single Unit—Any Size

Public Service Out-Of-Home Out-Of-Home

Single Occurrence 082A 082B Campaign

Film, Video & Sound **Public Service Television**

> **Public Service Campaign Integrated Media Public Service** Campaign

PROMOTION

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

SPECIAL AWARDS

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

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