

2025 AAF-ND American Advertising Awards

Explainer Write-Up Policy

Purpose

Due to a new mandate from the national-level American Advertising Federation, all American Advertising Awards at all levels must be judged online, exclusively. Because of this, the American Advertising Federation of North Dakota (AAF-ND) has decided to allow an additional explainer write-up with all entries to provide added context to the work being submitted.

AAF-ND understands that many entrants prefer their work to be judged in-person, in a tangible manner, and this new mandate no longer makes that a possibility. To help remedy the situation, this policy will create an opportunity to provide context that may have otherwise been lost due to online-only reviewing by judges.

Policy Guidelines

All entries in the 2025 AAF-ND American Advertising Awards will be allowed one (1) optional explainer write-up document in addition to any other eligible assets and files. The sole purpose of this write-up is to provide additional context that may help the judges better understand the reasoning behind certain decisions made in the creation of the entry.

The write-up MUST meet the following criteria to be considered eligible for review by judges:

- Written using 500 characters or less
- Makes no identifiable mention of the entrant or any names credited on the entry. (Excludes Self-Promo categories)
 - All entries are judged anonymously. If the Awards Committee of AAF-ND feels a judge will be able to deduce the identity of the entrant to any extent, the write-up will be removed from the entry before judging.
- Is written using plain text (suggested fonts: Arial, Calibri, or Times New Roman) and contains **no** additional photos, graphics or added flair.
- Provides context solely related to the entry it is submitted with.
- Accepted formats: .PDF, .JPEG, or .DOCX / .DOC (Word)

Explainer write-ups that do not meet all of the above listed criteria will be removed from the entry before judging. The Awards Committee of AAF-ND reserves the right to make this decision at their own discretion.

Disclaimer: This is an exclusive policy of the American Advertising Federation of North Dakota and applicable ONLY to the 2025 AAF-ND American Advertising Awards. This is NOT a sanctioned policy of the national-level American Advertising Federation. Entries that are forwarded or submitted to the district or national-level American Advertising Awards will not be forwarded or submitted with this documentation included.