2019 AMERICAN ADVERTISING AWARDS
CALL FOR ENTRIES

AMERICAN ADVERTISING AWARDS

4AAF
AMERICAN ADVERTISING FEDERATION
FOURTH DISTRICT

HOW TO ENTER

1. Review the category list and decide what work you want to enter.

2. Visit **4AAF.com** and click your location on the AAF Fourth District affiliate map.

AAF Pensacola
AAF Emerald Coast
AAF Panama City
AAF Tallahassee
AAF Jacksonville
AAF Gainesville
AAF Daytona
AAF Orlando
AAF Tampa Bay
AAF Space Coast
AAF Polk County
Caribbean Ad Fed
AAF Treasure Coast
AdFed Suncoast
AAF Greater Ft. Lauderdale & The Palm Beaches
AAF Greater Miami

3. When your competition page opens, register as an entrant (Professional or Student) or log in if you entered previously.

4. Select the entry division and use the simple drop-down menus to enter your information.

5. Submit digital and physical entries in the manner each category requires.

6. Print the manifest listing all of your entries and payment options.

7. Bring your physical entries (and payment if paying by check) to the designated local drop-off site on the deadline day.

ENTRY FEES/DEADLINES

Your local entry fee, deadline information, and drop-off location will be found on the entry site and from your local AAF club.

ELIGIBILITY REQUIREMENTS

All work entered must have first appeared between January 1 and December 31, 2018.

With the exceptions of Public Service, Advertising Industry Self-Promotion, and student entries, the work must have been the result of paid creative services in the normal course of business.

The entry content must be "New" creative. For example, the same headline from a previous year with different body copy does not qualify.

Entries may be entered into just one ADDY competition and must be submitted to the competition in the CBSA, DMA, or MSA (as defined by Arbitron or Nielsen) nearest geographically to where the work was created. The entry map will indicate your competition.

ENTRY SUBMISSION

DIGITAL ENTRIES (electronic media and online entries) only require uploading through the entry portal.

ONLINE/INTERACTIVE ADVERTISING
For Websites and all Online/Interactive entries, submit the URL addresses. URLs must not require any username or password for access.
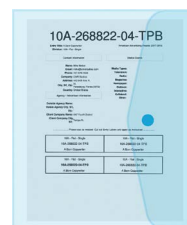
PRINT/PHYSICAL ENTRIES
All entries in non-digital mediums require the submission of physical examples of the work. All entries become the property of your local Ad Club, District, or the AAF and will not be returned.

THE LARGE ENTRY CARD AND BAG USED IN PREVIOUS YEARS IS NO LONGER REQUIRED

We recommend 10" X 12" transparent plastic booklet envelopes found in most office supply stores and catalogs. Clasp envelopes may also be used.

IF A TRANSPARENT PLASTIC ENVELOPE IS USED, insert two copies of the entry form inside the envelope behind the physical entry. The entry (creative work) should be facing or readable from one side and the entry form facing or readable from the other. Remove the entry numbers from the bottom of the form and firmly affix one to the BACK of every piece in the entry.

10A-268822-04-TPB

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IF A CLASP ENVELOPE IS USED, spray-mount the entry form and attach to the front of the envelope, and insert a second copy of the entry form inside with the entry. Remove the entry numbers from the bottom of the form and firmly affix one to the BACK of every piece in the entry.

THREE-DIMENSIONAL (3D) ITEMS should be placed inside an envelope or box with an entry form attached to the outside. The entry number label should be securely attached to the bottom of the entry.

CAMPAIGN ENTRIES are handled in the same manner as 3D entries, placing the campaign inside an appropriately sized package. Affix the entry number to every piece in the entry (use removable entry number tabs from the bottom of printable entry form). Indicate on each label "1 of 2" or "2 of 2," etc.

INTEGRATED CAMPAIGN (MULTIPLE MEDIUM) 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.

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 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.

DOCUMENTATION

The complete unabridged national rules and category descriptions can be found at **4AAF.com/ADDYs**.

FOR STUDENT ELIGIBILITY REQUIREMENTS refer to the American Advertising Awards Student Division Rules and Categories at **AmericanAdvertisingAwards.com**.

ENTRY CATEGORIES

AMERICAN ADVERTISING AWARDS · 4AAF · AMERICAN ADVERTISING FEDERATION FOURTH DISTRICT

SALES & MARKETING

SALES PROMOTION
PRODUCT OR SERVICE SALES PROMOTION
01A Catalog
01B Sales Kit or Product Information Sheets
01C Menu
01D Campaign
2–4 pieces from work in categories
01A, 01B, and/or 01C.

PACKAGING
02A Single Unit
02B Campaign

POINT OF PURCHASE
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
09B 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

PUBLIC SERVICE
PUBLIC SERVICE COLLATERAL
12A Brand Elements
12B Annual Report (printed or digital)
12C Brochure/Sales Kit

PUBLIC SERVICE DIRECT MARKETING & SPECIALTY ADVERTISING
13A Single Unit
13B Campaign

ADVERTISING INDUSTRY SELF-PROMOTION
ADVERTISING INDUSTRY SELF-PROMOTION COLLATERAL
14 Brand Elements
15 Direct Marketing & Specialty Advertising (printed or digital)
16 Special Event Materials (printed or digital)

PRINT ADVERTISING

MAGAZINE ADVERTISING
17A Full Page or Less
17B Spread, Multiple Page or Insert
17C Campaign

MAGAZINE SELF-PROMOTION
18A Single Unit—Any Size
18B Campaign

NEWSPAPER ADVERTISING
19A Fractional Page
19B Full Page
19C Spread or Multiple Page
19D Specialty Advertising
19E Campaign

NEWSPAPER SELF-PROMOTION
20A Single Unit—Any Size
20B Campaign

BRANDED CONTENT & ENTERTAINMENT
21 Branded Content & Entertainment— Any Print Medium

PUBLIC SERVICE
PUBLIC SERVICE PRINT ADVERTISING
22A Single Unit—Any Size
22B Campaign

ADVERTISING INDUSTRY SELF-PROMOTION
23 Advertising Industry Self-Promotion— Print Advertising

OUT-OF-HOME & AMBIENT MEDIA

AMBIENT MEDIA
GUERRILLA MARKETING

Entries in this category should be accompanied
by a written or video summary.

24A   Single Occurrence
24B   Campaign

INSTALLATIONS

Entries in this category may be accompanied by a written or video summary.
25A   Single Installation
25B   Multiple Installations

EVENTS

Entries in this category may be accompanied by a written or video summary.
26A   Single Event
26B   Multiple Events

OUT-OF-HOME
POSTER
27A   Poster—Single Unit
27B   Poster—Campaign

OUTDOOR BOARD
28A   Flat—Single Unit
28B   Super-sized,Extension/Dimensional,
          Digital or Animated—Single Unit

MASS TRANSIT/AIRLINES
29A   Interior—Single
29B   Exterior—Single

SITE (SIGNAGE)
30A   Interior—Single
30B   Large Venue—Single
31   Out-Of-Home Campaign
          2–4 pieces may be submitted from work that
          qualifies in categories 28A–30B.

OUT-OF-HOME SELF-PROMOTION
32A   Single Unit
32B   Campaign

PUBLIC SERVICE
PUBLIC SERVICE OUT-OF-HOME
33A   Poster
33B   Out-Of-Home
33C   Campaign

PUBLIC SERVICE AMBIENT MEDIA
34A   Single Occurence
34B   Campaign

ADVERTISING INDUSTRY SELF-PROMOTION
35   Advertising Industry Self-Promotion Out-Of-Home
36   Advertising Industry Self-Promotion Ambient Media

ONLINE/INTERACTIVE

WEBSITES
37A   Consumer
37B   B-to-B
37C   Microsites

SOCIAL MEDIA
38A   Single Execution
38B   Campaign

APPS, GAMES & VIRTUAL REALITY
Apps and Virtual Reality entries will be judged using a video summary of 3
minutes or less, which must be uploaded by the entrant (not via URL).

39A   Mobile App
39B   Website Based App
39C   Games
39D   Tools & Utilities
39E   Virtual Reality

ADVERTISING & PROMOTION
40   Web Banner Ad or Website Takeover
41   Campaign
42   Email

BLOGS & DIGITAL PUBLICATIONS
43   Blogs
44A   Digital Publication—Single
44B   Digital Publication—Campaign

BRANDED CONTENT & ENTERTAINMENT
45   Branded Content & Entertainment
          for Online/Interactive

PUBLIC SERVICE
46A   Public Service Online/Interactive
46B   Public Service Online/Interactive Campaign

ADVERTISING INDUSTRY SELF-PROMOTION
47   Advertising Industry Self-Promotion
          Online/Interactive

ENTRY CATEGORIES

FILM, VIDEO & SOUND

RADIO
RADIO ADVERTISING—LOCAL
48A   Single Spot :30 seconds or less
48B   Single Spot more than :30 seconds
48C   Campaign

RADIO ADVERTISING—REGIONAL/NATIONAL
(2 OR MORE MARKETS)
49A   Single Spot :30 seconds or less
49B   Single spot more than :30 seconds
49C   Campaign

RADIO SELF-PROMOTION
50A   Single Spot—Any Length
50B   Campaign

TELEVISION
TELEVISION ADVERTISING—LOCAL (ONE DMA)
51A   Single Spot :15 or less
51B   Single Spot :30 seconds
51C   Single Spot :60 seconds or more
51D   Campaign

TELEVISION ADVERTISING—REGIONAL/NATIONAL
(MORE THAN ONE DMA)
52A   Single Spot—Up to 2:00
52B   Campaign

TELEVISION SELF-PROMOTION—LOCAL
53A   Single Spot—Any Length
53B   Campaign

TELEVISION SELF-PROMOTION—REGIONAL/NATIONAL
54A   Single Spot—Any Length
54B   Campaign

ONLINE FILM, VIDEO & SOUND
INTERNET COMMERCIAL
55A   Single Spot—Any Length
55B   Campaign

PODCAST
56A   Single Podcast
56B   Series

WEBISODES
57A   Single Webisode
57B   Series

BRANDED CONTENT & ENTERTAINMENT
58A   Online—Single :60 or less
58B   Online—Single more than :60
59   Television
60   Non-Broadcast
61   Campaign

CINEMA ADVERTISING
62   Movie Trailer
63   In-Theatre Commercials or Slides

SALES PROMOTION
64   Audio/Visual Sales Presentation

MUSIC VIDEOS
65   Music Video

PUBLIC SERVICE
66   Public Service Television
67   Public Service Radio
68   Public Service Online Film, Video & Sound
69   Public Service Non-Broadcast Audio/Visual
70   Public Service Campaign (categories 66–69)

ADVERTISING INDUSTRY SELF-PROMOTION
71   Advertising Industry Self-Promotion
           Film, Video & Sound

ENTRY CATEGORIES

AMERICAN
ADVERTISING
AWARDS 4AAF
AMERICAN ADVERTISING FEDERATION
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CROSS PLATFORM

INTEGRATED CAMPAIGNS—MULTIPLE MEDIUMS
72A B-to-B Campaign—Local
72B B-to-B Campaign—Regional/National
72C Consumer Campaign—Local
72D Consumer Campaign—Regional/National
73 Integrated Brand Identity Campaign—Local or Regional/National
74 Integrated Branded Content Campaign—Local or Regional/National

ONLINE/INTERACTIVE
75 Online/Interactive Campaign

PUBLIC SERVICE
NOTE: All Public Service work is also eligible for entry in The Angel Award competition recognizing excellence in Public Service advertising. Visit **TheAngelAward.com** for more information.

76 Integrated Media Public Service Campaign

ADVERTISING INDUSTRY SELF-PROMOTION
77 Ad Club or Marketing Club

ADVERTISING INDUSTRY SELF-PROMOTION CAMPAIGNS
78A Single-Medium Campaign
78B Integrated Media Campaign

ELEMENTS OF ADVERTISING

COPYWRITING
79 Copywriting

VISUAL
80 Logo Design
81 Infographic

ILLUSTRATION
82A Illustration—Single
82B Illustration—Series

STILL PHOTOGRAPHY
83A Black & White—Single
83B Color—Single
83C Digitally Enhanced—Single
83D Black & White/Color/Digitally Enhanced—Campaign

ART DIRECTION
84A Art Direction—Single
84B Art Direction—Campaign

FILM & VIDEO
85A Cinematography—Single
85B Cinematography—Campaign
86A Animation, Special Effects or Motion Graphics
86B Computer Generated Imagery (CGI)
87 Video Editing

SOUND
88A Music Only—Single
88B Music With Lyrics—Single
88C Music With/Without Lyrics—Campaign
89 Voiceover Talent
90A Sound Design—Single
90B Sound Design—Campaign

DIGITAL CREATIVE TECHNOLOGY
91 Interface & Navigation
92 Responsive Design
93 GPS & Location Technology
94 Augmented Reality
95 Mobile Interaction
96 User Experience
97 Data Driven Media
98 Innovative Use of Interactive/Technology

POLITICAL ADVERTISING
When entering online, access these categories by selecting "Local Only."
99 Print Collateral
100 Print Advertising
101 Outdoor/Signage
102 Television Advertising
103 Radio Advertising
104 Online/Interactive/Social Media
105 Logo Design
106 Complete Campaign