



STUDENT RULES & CATEGORIES 2018–2019

The mission of the American Advertising Awards Student Division competition is to recognize and reward creative excellence in the art of advertising.

Conducted annually by the American Advertising Federation (AAF) and sponsored by National Ad 2, the local American Advertising Awards Student Division is the first of a three-tier, national competition. Concurrently, all across the country, local student entrants vie for recognition as the very best in their markets. At the second tier, local student winners compete with other student winners in one of 15 district competitions. District student winners are then forwarded to the third — national — tier. **Entry in your local Student competition is the first step toward winning a national Student ADDY Award.**

Entering the American Advertising Awards competition supports our entire industry, because the AAF and its local and district affiliates use the proceeds to enhance advertising through programs such as public service, internships, advocacy groups, advertising education, and consumer awareness.

Selection of the most creative entry is effected by a scoring process in which a panel of judges evaluates all creative dimensions of every entry. A Student GOLD ADDY Award is recognition of the highest level of creative excellence and is judged to be superior. Student entries that are also considered outstanding and worthy of recognition receive a Student SILVER ADDY Award. The number of awards given in each category is determined by the judges, based on the relative quality of work in that category.

The American Advertising Awards competition honors “The Creative Spirit of Advertising.” It is intended for “original” creative work. Therefore entries derived from or making use of previously created and/or published pieces by anyone other than the entrant are not permitted. 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.

Akron-Canton ADDY Deadlines

After preparing your entries in the manner outlined in this guide, deliver the entries according to the schedule below:

Drop-Off Dates & Locations

STUDENTS: OPEN DROP OFFS: Dec. 5 - 7 • 9 - 5 pm daily

The University of Akron: Myers School of Art, room 103C, 150 E. Exchange St., Akron, OH 44325

Kent State University: IdeaBase, 138 E. Main St., Suite 203, Kent OH 44240

If you miss student drop offs, you can enter on any of the dates listed below.

There will be no late fees for student work.

CANTON PROFESSIONALS

ON TIME: Tuesday, Jan. 15 • 4 - 6 pm*

Creative Source: 4623 Everhard Rd. NW, Canton OH 44718

If you miss this drop off, you can enter on any of the Akron dates listed below.

AKRON PROFESSIONALS

EARLY BIRD: Friday, Jan. 11 • 4 - 6 pm

ON TIME: Monday, Jan. 14 • 4 - 6 pm*

PROCRASTINATOR: Wednesday, Jan. 16 • 4 - 6 pm

Location for all Akron drop-off dates: Myers School of Art: 150 E. Exchange St., Akron OH

*A \$25 late fee will be added per entry after 6pm on Jan. 15. Students will not be assessed a late fee.

How to Enter the Akron-Canton ADDYs

Review the instructions below. Guidelines and categories have been updated. Please, read carefully.

1. Register

Visit aafakron.com/ADDY or go directly to our competition site Akron-Canton ADDYs. Complete student entrant information OR log-in using your credentials from last year. Review the student category list to find where your work should compete, and follow the simple drop down menus to enter your information.

2. Entry Information

Complete ALL information for each entry online.

Every entry MUST include a digital upload to the online entry system.

a. Images uploaded will be used in the winners book and presentation for all winning work.

- For video/interactive work: include a still or screenshot to represent the work, as well as a 15-second cut of any video pieces.

Make sure you credit the members of your creative team, so that they will be recognized properly in press releases and other AAF winner publications.

Any work created for the NSAC competition will be eligible for the next American Advertising Awards Student Division competition following the NSAC finals in June. For example, creative for the 2018 NSAC sponsor Ocean Spray is now eligible for the 2018-2019 American Advertising Awards Student Division competition.

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.

3. Entry Forms

a. Print two copies of each form.

- one for judging (main entry)
- one to attach to the Manifest Form

4. Invoice/Manifest Form

After filling out the entry forms, you will be required to sign an Invoice/Manifest Form, listing all of your entries. Print one copy of your Manifest Form. Attach one copy of each entry form (from step 3). Be sure all entries are included on the manifest and sign it. This form states that by signing, 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 footprint of the Akron area. Any work created in Cleveland, must be entered in the Cleveland ADDYs.
6. Include payment by cash or check payable to AAF-Akron.

5. Provide two copies of each entry

- a. Supply two copies of the work for each entry.
 - one for judging (main entry)
 - one for display at the ceremony (duplicate entry)

One copy is required for judging. If it wins, it will get forwarded to District judging. The second copy is for the gallery display at the ADDY show.

NEW: ALL duplicate work must be 11" x 17" or smaller.

If work is larger than this, please submit a photograph of the piece/series at this size. Duplicate work that is larger than this may not be displayed in the gallery due to space limitations. **Please, NO submission of work mounted on boards.**

Please note: Comps, original photographs, illustrations, etc. all become the property of the AAF and will not be returned.

6. Package your entries

- a. Entry number labels are located along the bottom of the entry form. Cut apart and affix each label to the upper right corner on the back of the corresponding entry or entries.
- b. Attach **ONLY** the entry number label(s) to back of each piece. Do not affix the entire entry form to your work.
 - If the entry is a campaign or multiple part entry, please amend the entry number label by adding _ of _ (ex: 1 of 4, etc.).
- c. Place your entry in a plastic envelope. You may request plastic entry envelopes from AAF-Akron by contacting addy@aafakron.com. Otherwise, you may use your own envelope.
 - All pieces of a campaign go in one envelope.
 - If your entry won't fit in this envelope, see PACKAGING DETAILS.
- d. Insert one copy of the entry form inside the envelope in front of the work so it is visible through the envelope, helping our volunteers organize for judging day.
- e. No entry should have any identifiers (name, logo, etc.) on the front.

PACKAGING DETAILS

These guidelines are meant for entries that do not fit into an envelope.

Broadcast, Audio/Visual or Computer Presentation Entries

- Upload files directly into the online entry software.
- All submissions in this category must also include a still or screenshot to represent the work, as well as a 15-second cut of any video pieces.
- DO NOT submit an entry form in an envelope. However, please bring your signed Manifest Form and printed entry form(s) to the drop off with two stills or screenshots.

Interactive Entries

- Judges will use URLs provided on your entry form.
- Upload screenshots in the online entry process for use in winners book.
- A printout showing representative screenshots of the entry, with the entry label affixed, must be submitted in this envelope along with a copy of the entry form. Please include two sets of printouts (one for judging and one for the gallery at the ceremony).

Campaign Entries

- A Single Medium Campaign consists of no less than two and no more than four total pieces.
- An Integrated Campaign is defined as a campaign or series of ads, commercials or executions that utilize more than one medium. Up to 10 pieces may be submitted as a campaign.

- Use one envelope for campaign entries.
- All pieces should be packaged in the same envelope, unless they will not fit. In that case, follow the directions under Large Entries.
- Affix an entry number label to the back of each each piece, noting _ of _ (ex.: 1 of 5, 2 of 5, etc.).
- Please include two copies of each entry.

3D Entries

- If your 3D entry is small enough to fit in the plastic envelope, attach the entry number to the bottom of the piece and follow all directions in first column.
- IF NOT:
 - Select an appropriate size box or other container to hold the entry.
 - Secure the entry number to the upper right hand corner of the box or container.
 - Include a copy of the entry form inside the box. A second copy will be attached to the Manifest Form.

Large Entries

- You will need three entry forms for large entries.
- Package the entry appropriately. For shipping, if the entry wins, it will be sent to District and to National with the package you provided. Include one copy of the entry form in the package.
- Please write the entry number/category from the entry form on the outside of the package.
- Turn in an envelope with a copy of the entry form along with a description of the package and a picture or small printout of the piece for reference.
- In the case of large displays, submit a photo of the display for judging.
- No assembly will be done at judging.
- Please include two pieces or photographs of the entry.

REMEMBER, these are the requirements for each entry:

- Upload a high-quality image file of the submission (JPG, PNG or PDF)
- Submit a screenshot for electronic entries such as video, apps or websites
- Use a separate envelope for each entry
- Submit two copies* of each entry at drop off
- Video entries should be in a .MOV or .MPG4 file format and uploaded on the online system along with a 15 second cut of the entry
- Submit one signed copy of your Manifest Form with a copy of each entry form attached
- Include payment by CHECK ONLY (payable to AAF-Akron, and include "ADDY Entries" in the memo line)
- No entry should have any identifiers (name, logo, etc.) on the face of an entry, or within the title of video slates or online URLs for digital submissions.
- To avoid a \$25 late fee per entry, your entries must be submitted on line by 6pm on Jan. 15. Students will not be assessed a late fee.

** If you are unable to provide a second copy of an entry due to cost or availability, please provide a photo. You can still enter without a second copy, but please note that your piece will not be displayed in the gallery.*

Eligibility Requirements

- Applicants must be enrolled in an accredited U.S. post-secondary educational institution.
- All work entered into the competition must have been created between January 1 and December 21, 2018.
- Work may be developed specifically for this competition or submitted from previous projects or competitions.
- Work must be created while entrant is a student not employed in the advertising industry. Student intern work is eligible if it is not used by or paid for by a client. Work developed for paying clients will not be accepted.
- Entries may be entered into only one local American Advertising Awards competition, which is determined by the location of the school at which the work was created. If an affiliated competition does not exist in the market (CBSA, DMA or MSA), the district will direct the entrant to the nearest affiliated competition.
- Recent graduates are eligible to enter as long as the entry was created while the entrant was a student during the 2018 calendar year and the entry meets all other requirements.

Student Auto-Forwarding

All Gold winning work will be forwarded to the district and national competition at no additional cost to the student entrant. Silver winning work may be advanced to the district or national competition but the entrant is responsible for paying the applicable entry fee.

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.

Student Category List

SALES & MARKETING

NOTE: All entries in the Sales & Marketing division must be physically submitted after the conclusion of the online entry process. This includes submission of a physical copy of the creative work **SUITABLE FOR IN-PERSON JUDGING** and two printed copies of the entry form. Failure to comply with these guidelines could result in disqualification.

SALES PROMOTION

Product or Service Sales Promotion

Printed promotional materials for products and services whose distribution comes from means other than traditional mass media.

S01A Packaging

All product packaging; 1–4 pieces may be submitted.

S01B Point of Purchase

Promotional advertising or display unit that attends the product or service at the specific sale location.

COLLATERAL MATERIAL

S02 Stationery Package—Single or Multiple Pieces

Stationery entries in this category may contain one or more pieces of letterhead, envelope and/or business cards.

S03 Printed Annual Report or Brochure

An annual report is a yearly communications piece, usually with financial data, intended primarily for stockholders or members as a statement or record of a company's or organization's annual performance or status. A brochure is a multiple page/panel piece (usually bound/folded) that advertises, presents and/or describes the advantages, capabilities, worth and/or reasons to buy a product or service. Digital annual reports or brochures should be entered in category S17–Digital Publications.

S04 Special Event Materials (invitations, announcements, cards, etc.)

Promotional and/or informational items, usually relating to a specific event/affair at a given location, date, time, etc.

Publication Design

Layout and design of the interior and/or exterior of a magazine or book.

S05A Cover

Layout and design of the front exterior of a magazine or book.

S05B Editorial Spread or Feature

One editorial spread or feature per entry. Not intended for submission of entire book or magazine.

S05C Cover/Editorial Spread or Feature—Series

2–4 covers pieces may be submitted from work that qualifies in categories S05A and/or S05B .

S05D Magazine Design

Entire magazine design from cover-to-cover.

S05E Book Design

Entire book design from cover-to-cover.

DIRECT MARKETING

S06 Direct Marketing

Anything that is created to be mailed via USPS or delivered via special courier (private, FedEx, etc.) with the purpose of eliciting, provoking or effecting a consumer reaction (response card, phone number to call, order form, sale/event dates, etc.). Category includes Specialty Marketing (promotional products with advertising messages that are created to promote a company, corporate image brand or event) and Apparel (clothing and/or promotional apparel with an advertising message such as shirts, caps and jackets).

PRINT ADVERTISING

NOTE: All entries in the Print Advertising division must be physically submitted after the conclusion of the online entry process. This includes submission of a physical copy of the creative work **SUITABLE FOR IN-PERSON JUDGING** and two printed copies of the entry form. Failure to comply with these guidelines could result in disqualification.

MAGAZINE ADVERTISING

Advertising created to appear in periodic (annually, bi-annually, quarterly, monthly, weekly etc.) publications.

Magazine Advertising

S07A Single (Full Page or Less)

S07B Campaign

2-4 of the above

NEWSPAPER ADVERTISING

Advertising created to run in publications whose primary purpose is to inform the public about current events or issues on a daily or weekly schedule.

Newspaper Advertising

S08A Single (Full Page or Less)

S08B Campaign

2-4 of the above

OUT-OF-HOME & AMBIENT MEDIA

NOTE: All entries in the Out-of-Home division must be physically submitted after the conclusion of the online entry process. This includes submission of a physical copy of the creative work SUITABLE FOR IN-PERSON JUDGING and two printed copies of the entry form. Failure to comply with these guidelines could result in disqualification.

OUT-OF-HOME

Poster

A single sheet, advertising or promotional piece intended for mounting and display for a product, service or event. Does not include point-of-purchase materials, nor any outdoor signage.

S09A Single

S09B Campaign

2-4 of the above

Outdoor & Transit Advertising

A single sheet, advertising or promotional piece intended for mounting and display for a product, service or event.

S10A Outdoor Board (Flat or 3D)

The outdoor display of advertising messages, notices or events, commonly associated with standardized wooden or metal structures, that are delivered to mass (outdoor) audiences on sidewalks, streets, roadways, etc.

S10B Mass Transit (Interior or Exterior)

Advertising placed on the interior or exterior surface of any vehicle, including public transit, corporate vehicles etc. Bus wraps, and all other exterior vehicle signage, as well as bus shelter ads should be entered here.

S10C Campaign

2-4 of the above

AMBIENT MEDIA

Guerilla Marketing, Installations and Events

Formerly known as a form of “non-traditional advertising” guerrilla marketing is an unconventional way of performing advertising and/or promotional activities. Guerrilla Marketing entries must be accompanied by proof of usage. Installations are the design and build-out of temporary or permanent branded environment. Examples might include kiosk, art exhibition, trade show exhibit or retail store. Events: event execution (not architecture—see Installation). Entries in this category should be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (video). Digital summaries must be submitted by uploading the video file via the American Advertising Awards online entry software.

S11A Single Occurrence or Installation

S11B Campaign

2-4 of the above

ONLINE/INTERACTIVE

NOTE: Entries for categories within the Online/Interactive division do not require physical submission. Judging of **website** entries will be done online, using the digital content provided via URL during the online entry process. **You may upload JPEG screenshots for Social Media categories.**

WEBSITES

S12 Website (Desktop or Mobile)

SOCIAL MEDIA

S13A Single Execution

Creative execution of brand advertising, marketing and/or promotion that appeared in social media. The same execution may have appeared on one or multiple platforms, but only one entry is required.

S13B Multiple Platforms (Campaign)

2-4 of the above

APPS

Apps must advertise a product or service. A digital summary of 3 minutes or less which demonstrates the functionality and design of the app must be provided. This should be entered as a digital (video) upload and will be used to judge the entry.

S14 App (Mobile or Web-Based)

ADVERTISING & PROMOTION

S15A Web Banner Ads or Website Takeovers

Static or Animated web banner ads regardless of size.

S15B Campaign

2-4 of the above

BLOGS & DIGITAL PUBLICATIONS

S16 Blogs

Eligible blog content must support a brand or advertise a product or service.

S17 Digital Publications

Online publication (single or multiple occurrence) in support of a brand, such as annual reports, magazines, newsletters or books.

FILM, VIDEO & SOUND

NOTE: Entries for categories within the Film, Video & Sound division do not require physical submission. Judging of these entries will be done using the digital content provided via URL or uploaded during the online entry process.

RADIO ADVERTISING

- S18A Single
- S18B Campaign
2-4 of the above

TELEVISION ADVERTISING

- S19A Single
- S19B Campaign
2-4 of the above

CROSS PLATFORM

NOTE: All entries in the Cross Platform division must be physically submitted after the conclusion of the online entry process. This includes submission of a physical copy of the creative work SUITABLE FOR IN-PERSON JUDGING and two printed copies of the entry form. Failure to comply with these guidelines could result in disqualification.

INTEGRATED CAMPAIGNS

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 10 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 or less (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 offending entry to be removed from judging.

Integrated Advertising Campaign

- S20 B-to-B Campaign
- S21 Consumer Campaign

Integrated Brand Identity Campaign

- S22A Single
- S22B Campaign
2-4 of the above

ELEMENTS OF ADVERTISING

NOTE: All entries in Elements of Advertising categories 23–27 must be physically submitted after the conclusion of the online entry process. This includes submission of a physical copy of the creative work SUITABLE FOR IN-PERSON JUDGING and two printed copies of the entry form. Failure to comply with these guidelines could result in disqualification.

Digital entries can be uploaded and do not require a physical entry.

COPYWRITING

S23 Copywriting

Copywriting for any advertising medium.

VISUAL

S24 Logo Design

An icon, symbol, or trademark designed to represent a product, service, or organization. Entrant may submit a brief description of the client company and its purpose (max. 50 words) to help the judges understand the logo design objective.

Illustration

Flat, dimensional or animated illustration, any number of colors

S25A Single

S25B Campaign

2-4 of the above

Still Photography

S26A Black & White, Single

S26B Color, Single

S26C Digitally Enhanced, Single

Photographic images whose content has been digitally altered to create a new image (often creating an image not possible using traditional photo techniques). Utilitarian photo retouching, color correcting or photo editing alone does not qualify an image for this category. A sample of the original photo(s) MUST be supplied for proper judging.

S26D Campaign

2-4 of the above

Art Direction

Art direction for any advertising medium.

S27A Single

S27B Campaign

2-4 of the above

Film, Video & Sound

Cinematography

Cinematography is defined as the art and process of creating motion picture images including considerations of lighting, photography, camera movement and angle. Cinematography for any motion picture project that qualifies as advertising may be considered eligible, regardless of the method of distribution.

S28A Single

S28B Campaign

2-4 of the above

S29 Animation or Special Effects

2D or 3D visual effects, regardless of the creative method for any motion picture project that qualifies as advertising may be considered eligible, regardless of the method of distribution.

Music and Sound Design

Music only: Any original musical score with lyrics which was recorded primarily for use in any advertising. Does not include music intended for purchase including music in music videos. Music with Lyrics: any original music with sung or spoken lyrics, created/composed expressly for advertising. Syndicated materials, including “re-sing” jingles and library music, are not eligible for entry. Sound design: Any combination of non-musical elements, sound effects, ambience and other sonic devices incorporated into a film or video presentation, television commercial or radio commercial to enhance the mood and/or message.

S30A Single

S30B Campaign

2-4 of the above

DIGITAL CREATIVE TECHNOLOGY

S31 Digital Creative Technology

This category recognizes achievement in the creative use of tools, features, technology and overall design of websites and apps in the areas of user navigation, responsive design, location technology, augmented reality, mobile interaction and user experience.

Questions? Please contact

Jason Zehner, ADDY Team Leader

jzehner@kent.edu

330.687.4839

Michael Carlson, Assistant ADDY Team Leader

Mcarlo100@gmail.com

330.564.3405