



**WILL YOU
CRACK THE CODE?**

2015 AMERICAN ADVERTISING AWARDS • CALL FOR ENTRIES



WILL YOU CRACK THE CODE?

We're a legion of operatives, each with a different specialty. Some trained in intelligence gathering. Others specializing in the art of lethal execution. We're skilled in the art of persuasion, interpreting data and understanding the landscape we traverse each day.

Our messages are coded. Ciphers that combine design and language, insight and creativity to influence the public. It's a dangerous business we've chosen and not for the faint of heart. Good work is regularly destroyed and the clients often cruel.

Yet, for those willing to be truly tested, the rewards can be great. In this business, there are ciphers and there are legends. Both will emerge during one night in January. The only question is which side will you be on?

ELIGIBILITY

All work entered in the ADDY competition must have first appeared in the media between January 1 and December 31, 2014. With the exceptions of Public Service Advertising, Advertising for the Arts, and Advertising Industry Self Promotion categories, work entered must have been the result of paid creative services and media placement in the normal course of business (excluding student entries). Entries must be submitted in the CBSA, DMA or MSA of the entrant (as defined by Arbitron or Nielsen for your local market) of the entrant.

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.

HOW TO ENTER

Visit www.adfedcentral.com/addys2015, click on the ADDY link. Make sure you credit the members of your creative team, so they will be recognized properly at the awards show and in press releases and other AAF winner publications.

MANIFEST FORM

After filling out entry forms online for each of your entries, you will be required to sign a Manifest Form, listing all of your entries. This form states that by signing below you:

1. Verify the above information is accurate.
2. Acknowledge 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 the entry was created within the local MSA of the competition.

MOUNTING INSTRUCTIONS

When you've completed your online entry forms and your overall Manifest Form, you can find convenient,

clear, visually stimulating instructions at adfedcentral.com/addys2015. We'll show you how to mount and submit your entries so they're all set for our local judging and show, as well as their journey all the way to national competition. Submission of entries acknowledges the right of the AAF to use them for publication, exhibition and marketing of the ADDY show.

ALL ENTRIES MUST

- Meet all eligibility and deadline requirements.
- Be entered in the correct category and be correctly identified.
- Include a complete, signed form as well as payment in full.
- Conform to defined submission requirements.
- Conform to all copyright laws.

DEADLINES

The Deadline for Entries is noon, Friday, January 2, 2015. After preparing your entries in the manner outlined at www.adfedcentral.com/addys2015, deliver your entries, before the deadline, to Adventure Advertising, 819 West Saint Germain St., Saint Cloud, MN 56300 or to Leighton Interactive, 619 West Saint Germain St., Saint Cloud, MN 56301. Since you must enter a local ADDY competition to be eligible for district competition, it's important you do not miss this deadline!

ENTRY FEES – PROFESSIONAL

Single Entry (AdFed Member)	\$50.00
Single Entry (Non-Member)	\$80.00
Campaign Entry (AdFed Member)	\$90.00
Campaign Entry (Non-Member)	\$140.00

FORWARDING OF WINNERS

Only work that has won a Gold ADDY or a Silver ADDY in a local competition will be eligible for entry into the District competition. Only work that has won a Gold ADDY or a Silver ADDY in a District competition will be eligible for entry into the National competition.

AUTO-FORWARDING

If your entry wins a Gold ADDY at the local show, it will be automatically forwarded to the district competition with fees paid by AAF-Central Minnesota. Should the entry win Gold again at District level, it will be forwarded to the national competition with fees paid by the 8th District.

If your entry is awarded a Silver ADDY at the local or District level, you have won the right to compete at the next level of competition and may choose to pay the fee of \$75 in order to be forwarded.

STUDENT ADDYS

The Student ADDY Awards is also a three-tier national competition, which is sponsored by the AAF and National Ad 2. Occurring in conjunction with the prestigious ADDY Awards, the Student ADDY Awards recognize and reward creative excellence by students.

All work submitted in the Student ADDY Competition is subject to the same rules and guidelines and submission requirements as the professional ADDY Competition. Please read the requirements found at adfedcentral.com carefully.

Please note: Return of entries is NOT guaranteed. Comps, original photographs, illustrations, etc., all become the property of the AAF and will not be returned. Work created for NSAC competitions will be eligible for entry into the Student ADDYs in the year following their presentation.

ENTRY FEES – STUDENT

Single Entry (AdFed Member)	\$30.00
Single Entry (Non-Member)	\$40.00
Campaign Entry (AdFed Member)	\$45.00
Campaign Entry (Non-AdFed Member)	\$50.00

ELIGIBILITY REQUIREMENTS

- Applicants must be enrolled full or part-time in an accredited U.S. educational institution.
- Work may be developed specifically for this competition or submitted from previous projects or competitions. Work developed for paying clients will not be accepted with the exception of work created by clubs as fund raisers or work created for student publications.
- Work must be created while entrant is a student not employed in the advertising industry. Student interns are eligible.

STUDENT AUTO-FORWARDING

Silver winning work may advance to the district or national competition by paying the applicable entry fee of \$20.

Questions about categories and submissions can be directed to ADDY Chair Katie Sczublewski. katie@adventureadvertising.com or (320) 360-3664. Please consult www.adfedcentral.com/addys2015 for a complete copy of the rules and guidelines for submission.

A sincere thank you goes out to those who made this Call for Entries possible through their gracious donations. Printing by Continental Press. Concept, design and writing by Adventure Advertising. Web posting and e-mail campaign by Meta13.

ENTRIES DUE 1.2.2015

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CIPHERS+ LEGENDS

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