



ADDLED IN WONDERLAND

Curiouser and curiouser, to chase the sublime
Fall down the rabbit hole, lose all track of time,
While ego, doubt and fancy, cloud our addled minds

Praise will make us larger, bloat when words are kind
Shrink when we are criticized, flounder as we find
Curiouser and curiouser, to chase the sublime

Like a wonderland some days, and hell at other times
Drink this, eat that, grow tall, fall flat - grow weary of the grind
While ego, doubt and fancy, cloud our addled minds

Parade ideas to the wide world, it is the craft we ply
For peers and public all to judge with unblinking eye
Curiouser and curiouser, to chase the sublime

Cards and queens, friends and fiends - a tale fit for a child
A wedge of granite becomes dust, in the by and by
Curiouser and curiouser, to chase the sublime
While ego, doubt and fancy, cloud our addled minds.

The American Advertising Federation ADDY® Awards

The ADDYs® are the advertising industry's largest and most representative competition, attracting over 50,000 entries every year in local ADDY competitions. The mission of the ADDY competition is to recognize and reward creative excellence in the art of advertising.

Conducted annually by the American Advertising Federation (AAF), the local ADDY® Awards is the first of a three-tier, national competition. Concurrently, all across the country, local entrants vie for recognition as the very best in their markets. At the second tier, local winners compete against other winners in one of 14 District competitions. District winners are then forwarded to the third tier, the national ADDY® Awards competition. Entry in your local ADDY® competition is the first step toward winning a national ADDY®.

Entering the ADDY® 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 in each category is effected by a scoring process in which a panel of judges evaluates all creative dimensions of every entry. In each category, a Gold ADDY® is recognition of the highest level of creative excellence and is judged to be superior to all other entries in the competition. Entries that are also considered outstanding and worthy of recognition receive Silver ADDYs®. The number of awards given in each category is determined by the judges, based on the relative quality of work in that category.

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.

Eligibility

All work entered in the ADDY® competition must have first appeared in the media between January 1 and December 31, 2007. 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. In the event that there are entrants located in markets not served by a local ADDY® 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.

How to Enter

Visit www.addycompetition.com, click on the Enter the ADDYs link. You will be directed to the competition site and may login as an entrant. Review the category list 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 press releases and other AAF winner publications. 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 and signed entry form.
- Conform to defined submission requirements.
- Conform to all copyright laws.

Deadlines

The Deadline for Entries is 4:00 PM, Friday December 28, 2007. After preparing your entries in the manner outlined in Addy Guidelines, deliver your entries, before the deadline, to Continental Press, 34 Riverside Dr. NE, St. Cloud. Since you must enter your local ADDY® competition to be eligible for district competition, it is important that you do not miss this deadline.

Entry Fees- Professional

Single Entry (AdFed Member) \$35
Single Entry (Non- Member) \$50
Campaign Entry (AdFed Member) \$50
Campaign Entry (Non- Member) \$80

Entry Submission- PLEASE NOTE THIS IMPORTANT CHANGE

Black board or foam board mounting of physical entries is no longer accepted. Instead, one copy of the physical entry must be placed inside an appropriately-sized envelope. The NAC recommends transparent, plastic envelopes (found in most office supply stores and catalogs.) Manila-type envelopes may also be used.

You must include a digital file (PDF) of the entry on CD. It must be named with the entry number from your registration.

If a transparent, plastic envelope is used, insert the two copies of the entry form securely inside the envelope behind the physical entry along with the CD. The entry should be all that is seen. Firmly affix the entry number to the BACK of the entry.

If a manila-type envelope is used, the entry number label should be attached to the back of the piece. Spray-mount the entire entry form on the front of the envelope. Insert a copy of the entry form inside the envelope

If a three-dimensional (3-D) item is small enough, it should be placed inside an envelope, as described above.

The entry number label should be securely attached to the bottom of the entry. Insert two copies of the entry form inside the envelope. (If the entry is likely to tear the envelope when removing and replacing it, choose the method listed below.)

When a three-dimensional (3-D) item is over-sized and too large to fit inside an envelope, enclose the item inside an appropriately-sized box. Secure the entry number to the top of the box in the upper right hand corner. An entry number label should be affixed to the bottom of the piece for identifying. Spray-mount the entry form to the bottom of the box and place a second copy of the entry form inside the box.

Campaign entries may be handled in the same manner as above, placing the campaign inside an appropriately sized envelope. Label each piece with an entry number on the back in the upper right hand corner. Indicate on each label "1 of 2" or "2 of 2", etc. Include an extra copy of the entry form inside the envelope.

All components of a Mixed Media campaign must be entered together in an appropriately sized envelope. Label each component with an entry number and include the total components for each campaign, (1 of 9, 2 of 9, 3 of 9, etc.) Firmly affix an entry form to the front of the envelope and place an additional entry form inside the envelope.

Entry Identification

Detach the category and entry number labels from the entry form generated when you submitted your entry information on line. The entry number must be firmly attached in the back right corner on the back of all entries that are in manila-type envelopes. In clear plastic or transparent envelopes, place two copies of the entire entry form into the envelope. In the case of entries that require DVDs or CDs, affix the label on the container or sleeve. DO NOT affix labels to the actual face of the CD or DVD. Label each component of a Mixed Media Campaign in a similar fashion. No information identifying the entrant should appear on the face of an entry. Submission of entries acknowledges the right of the AAF to use them for publication, exhibition and marketing of the ADDY® Show.

Forwarding of Winners

Only work that has won a Gold ADDY® or a Silver ADDY® in a local ADDY® competition will be eligible for entry into the District competitions. Only work that has won a Gold ADDY® or a Silver ADDY® in a District ADDY® competition will be eligible for entry into the National ADDY® 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 the local advertising federation. Should the entry win Gold again at District level, it will be forwarded to the national competition with fees paid by the 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 \$65 in order to be forwarded. Make sure you check the "auto-forward" box during your online registration, indicating that you wish to be billed for the corresponding forwarding entry fees. This will ensure your Silver entries are automatically forwarded to the next level of competition.

Student Addys

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 Entry Submission and Entry Identification requirements 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 Fee- Student \$20

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

With student ADDYs we will adopt an amended auto-forwarding process where all Gold winning work will be forwarded to the district and national competition at no cost. 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 Judging Chair Michele Anderson at manderson@accessitx.com or 320.249.2791 or Co-chair Rick Jensen at rick@adventurecreative.com or 218.824.7775 x. 0744. Please consult the website at www.adfedcentral.com for a complete copy of the rules and guidelines for submission.

Sincere thanks go to those who made this call of entries possible through their gracious donations. Printing by Continental Press. Concept, design and writing by Agency 128



Submit Entries by December 28, 2007
Visit www.adfedcentral.com for more information