



2010  
**ADDYS**  
CALL FOR ENTRIES



# 2010 ADDYS CALL FOR ENTRIES

ADDY ENTRIES ARE DUE DECEMBER 31, 2009

ADDY AWARDS SHOW IS JANUARY 30, 2010.

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), our 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 this 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. 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, 2009. 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](http://www.adfedcentral.com), click on the Submit ADDY Entry link. You will be directed to the competition site and may log in 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.

## 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 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 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 [www.adfedcentral.com](http://www.adfedcentral.com). 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 entry form as well as payment in full.
- Conform to defined submission requirements.
- Conform to all copyright laws.

## DEADLINES

The Deadline for Entries is noon, Thursday, December 31, 2009. After preparing your entries in the manner outlined at [www.adfedcentral.com](http://www.adfedcentral.com), deliver your entries, before the deadline, to Creative Memories, 3001 Clearwater Road, St. Cloud, MN 56301. Since you must enter a 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) \$40.00**  
**SINGLE ENTRY (NON- MEMBER) \$55.00**  
**CAMPAIGN ENTRY (ADFED MEMBER) \$80.00**  
**CAMPAIGN ENTRY (NON- MEMBER) \$110.00**

## 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 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

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 found at [www.adfedcentral.com](http://www.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.

Student entry fees: Single Entry \$20.00, Campaign \$25.00

## 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

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 ADDY Co-chairs Corinne Skoog at [cskoog@creativememories.com](mailto:cskoog@creativememories.com) (320-529-5796) or Greg Skoog at [gskoog@creativememories.com](mailto:gskoog@creativememories.com) (320-529-5392). Please consult [www.adfedcentral.com](http://www.adfedcentral.com) for a complete copy of the rules and guidelines for submission.

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