

## STUDENT RULES & CATEGORIES 2017–2018

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.

### How to Enter

Visit [AmericanAdvertisingAwards.com](http://AmericanAdvertisingAwards.com) or your local AAF Chapter website. You will be directed to the competition site and login as a student entrant. Review the student 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 American Advertising Awards competition.

### Deadlines

Local deadline information is available from your local AAF Chapter. After preparing your entries in the manner outlined in this guide, deliver your entries, before the deadline, to the location indicated. Since you must enter your local American Advertising Awards competition to be eligible for district competition, it is important that you do not miss this deadline. The local deadline for students is typically December–January.

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

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 2017 NSAC sponsor Tai Pei is now eligible for the 2017-2018 American Advertising Awards Student Division competition.

### 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, 2017.
- 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 2017 calendar year and the entry meets all other requirements.

### Shipment of Entries

Entries and entry fees should be sent to the address indicated by your local competition. All entries become the property of your local club, district, or the AAF and **will not be returned. Do NOT send original artwork.**

### 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.

### Judging Procedures

Judging will be conducted in accordance with the guidelines found on the [AAF website](#). Decisions of judges and the National American Advertising Awards Committee (N3AC), including eligibility, qualifications and appropriate category placements, are final.

### Entry Fees

Entry fee information is available from your local Professional AAF Chapter. Since there is often a substantial savings in entry fees for AAF members, you should consider joining your local organization.

### 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.

**Invoice/Manifest Form**

After filling out the entry forms, you will be required to sign a invoice/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 market (MSA) of the competition.

## 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 these entries will be done online, using the digital content provided via URL during the online entry process.

## 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

**S28 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.

**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.

**S30 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.

**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.

***Additional Local Only Categories may be added at the discretion of the local or district organization.***